

## Think on Your Feet®

### CLARITY | BREVITY | IMPACT®

The Internationally Acclaimed Workshop That  
Trains You to Organise Your Ideas FAST!

Monday & Tuesday  
7 & 8 March 2016

OR

Monday & Tuesday  
5 & 6 September 2016





# Think on Your Feet<sup>®</sup>

## CLARITY | BREVITY | IMPACT<sup>®</sup>



### INTRODUCTION

**Think On Your Feet<sup>®</sup>** is a practical, intensive workshop on how to speak spontaneously with clarity and impact. The workshop gives you simple and step-by-step methods to train your mind in structured communication.

Getting your ideas across to others is critical to success in most roles. Sometimes we do this in a **formal** presentation but the great majority of communication is **informal**, without preparation or aids: over the phone; via email, in meetings or even after formal presentations.

This course, attended by over 100,000 professionals worldwide, teaches the 'capsules of persuasion' concept and ways to structure your ideas **on the spot**. Using this concept, you can speak spontaneously and coherently and cope with **challenging questions** wherever and whenever you need to **Think On Your Feet<sup>®</sup>**.



### OBJECTIVES

On completion of the workshop, you will be able to:

1. Structure ideas simply and persuasively
2. Handle objections positively
3. Target listener's core concerns
4. Simplify complex information
5. Deal with hostile situations and emotional issues
6. Be more persuasive
7. Respond on-the-spot
8. Better manage Q&A



### METHODOLOGY

The workshop employs a combination of adult learning strategies which are interactive, enjoyable and memorable. Each participant receives a 180-page workshop manual, containing a synopsis of the Think On Your Feet<sup>®</sup> formats for easy study, plus examples, work-sheets, checklists, and memory-jogging cards.



### TARGET AUDIENCE

Anyone who needs to think and communicate quickly, clearly and persuasively. This course is particularly valuable for people who need to communicate well under pressure, including senior executives, managers at all levels, sales and marketing professionals, technical specialists, financial analysts, public affairs experts, training professionals, help-desk and customer-service staff, and those in other professional services or consulting roles.



### WORKSHOP LEADER

**Phil Day** is an international presenter who specialises in communication skills. He is a leader in his profession and an engaging facilitator. Today, Phil specialises in 2 key areas ~ **Communication Skills** and **Thinking Skills**. He is recognised internationally as a leading facilitator and presenter. Workshop participants describe him as "motivating", "humourous and supportive", "knowledgeable on his subject" and his sessions as "best I've ever attended", "positive", "confidence building" and "very open and friendly". His workshops throughout Asia-Pacific continue to draw accolades. Across the region he is described as "a great communicator" and "someone who can communicate across all levels". Phil is recognised as a "trainer's trainer" – the accolade of his peers. A master trainer for the **Think On Your Feet<sup>®</sup>** programme throughout the Asia/Pacific region; his special expertise is in training the trainers.



## Workshop Content

- Techniques to package persuasion
- Structuring ideas simply and clearly
- Speaking in different situations – one on one, on the phone, in meetings and presentations
- Using three-part communication plans to display analysis
- Placing your ideas into simple and unifying structures
- Relying on structured reasoning to answer questions quickly
- Using handy fall back techniques when you are caught off guard
- Achieving objectivity and expressing issues from different viewpoints
- Handling objections and tough questions positively
- Broadening or focusing on your listener's perspective
- Handling sensitive or confidential information
- Moving two opposing viewpoints to a middle ground
- Selling the benefits of your ideas, products and services
- Using examples to increase understanding and recall
- Developing ideas through the use of opposites
- Explaining an issue by cause and effect
- Structuring a presentation at short notice



## PAST PARTICIPANTS SAID

"The highest compliment can give to the Think on Your Feet® is that the programme is still as fresh in my mind today as it was the day after the training. The programme's distinctive competence is built around three equally important facets structure, simplicity and creativity."

"I have been able to speak in many parts of the world and secured positions I would have been unable to contemplate before attending Think on Your Feet®."



## Date and Time

Monday & Tuesday, 7 & 8 March 2016  
9:00 am - 5:00 pm

OR

Monday & Tuesday, 5 & 6 September 2016  
9:00 am - 5:00 pm



## Fee (inclusive of complimentary lunch and workbook)

HKMA Members: HK\$4,880  
Non-members: HK\$5,180



## Language Medium

The programme will be conducted in English.



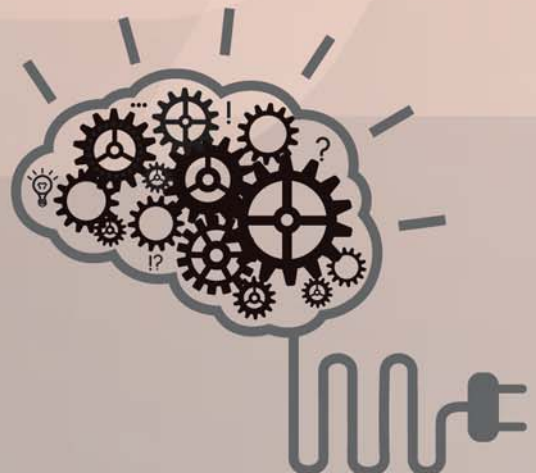
## Venue

The Hong Kong Management Association  
1-6/F First Commercial Building 33-35 Leighton Road  
Causeway Bay HONG KONG



## Registration

Please complete the registration form and return it together with appropriate fee(s) 10 days before the first day of class. Reservations by fax (2365 1000) are welcome but are subject to confirmation by payment in full prior to programme commencement. For information, please contact **Ms Kathy Tam** on **2774 8594**. Successful applicants will be notified by telephone. No separate letter of acceptance will be issued. As space is limited, bookings will be on a first-come, first-served basis.



## "Think on Your Feet"<sup>®</sup>

- AC-47118-2016-1 -FC 7 & 8 March 2016  
 AC-47118-2016-2 -FC 5 & 6 September 2016

**Fee:** HKMA Members: HK\$4,880 / Non-Members: HK\$5,180

Name (Mr/Ms): \_\_\_\_\_

HKID Card No.: \_\_\_\_\_ HKMA Membership No.: \_\_\_\_\_

Position: \_\_\_\_\_

Company: \_\_\_\_\_

Address of Company: \_\_\_\_\_

Telephone No. (Office): \_\_\_\_\_ (Residence): \_\_\_\_\_ (Mobile): \_\_\_\_\_

E-mail: \_\_\_\_\_ Education Level: \_\_\_\_\_

Correspondence Address: \_\_\_\_\_

Cheque Number: \_\_\_\_\_ Cheque Amount: HK\$ \_\_\_\_\_

Name and Title of Nominator (Mr/Ms): \_\_\_\_\_

Nominator Email / Address: \_\_\_\_\_

Sponsorship  Company-sponsored  Self-sponsored

Where did you FIRST learn about this programme?

- Mail  Newspaper/Magazine (please specify): \_\_\_\_\_  HKMA email  
 Email promotion from other websites (please specify): \_\_\_\_\_  
 Website advertisement (Please specify): \_\_\_\_\_  
 HKMA Website (From where did you learn about, please specify): \_\_\_\_\_  
 MTR Station Display (Please specify): \_\_\_\_\_

Exhibition  Education & Careers Expo (EEX)  Jobmarket Career & Education (EJEX)  
 Others (Please specify): \_\_\_\_\_

- This form together with a crossed cheque payable to The Hong Kong Management Association should be returned to: Executive Director, The Hong Kong Management Association, 16/F Tower B Southmark, 11 Yip Hing Street, Wong Chuk Hang, Hong Kong.
- Registration must be made on the Enrolment Form provided and returned to the Association before the programme commencement date (Not less than 5 days) with full fee.
- Acceptance is subject to the discretion of the Association.
- Applicants will be notified by telephone to confirm receipt of the application form and full programme fee. An official receipt will be sent to you within two weeks.
- Applicants are expected to attend the course at the place and time specified in the brochure unless otherwise notified.
- When a programme is over-subscribed, additional classes may be started in some cases. Applicants may then be notified of the new time, dates and place of meetings when necessary.
- For **ENROLMENT** and **ENQUIRIES** please call **2774-8501** (Customer Service Department) during normal office hours or fax **2774-8503**.
- No refund will be made after payment, but participants can arrange to have their places substituted should they be unable to attend the programme by notifying the Association at least 2 days prior to programme commencement.
- Fax reservations are welcome but are subject to confirmation by payment in full within 10 days of the date the reservation is made or 5 days prior to programme commencement, whichever is sooner.
- Applications, upon full payment, will be processed on a first-come first-served basis.
- When Typhoon Signal No.8 or above is in force during classes/examinations, all classes and examinations will be dismissed immediately. Replacement classes and remedial examinations will be arranged. When Black Rainstorm Warning is in force during classes/examinations, all classes and examinations will be held as scheduled.
- The HKMA reserves the right to make alterations regarding the details. For course details, please contact Customer Services Department on 2774-8501 or Ms Kathy Tam on 2774-8594. Website: www.hkma.org.hk
- The HKMA supports the equal opportunities policy, without discriminating against any person on the grounds of gender, disability, family status or any other basis.

### Note:

1. I shall comply with The Hong Kong Management Association (HKMA) Privacy Policy Statement, the Hong Kong Personal Data (Privacy) Ordinance (Cap.486) and other related regulations which will be changed from time to time. I declare that the data given in support of this application are, to the best of my knowledge, true, accurate and complete. I understand that the data will be used in the admission assessment process and that any misrepresentation, omission or misleading information given may disqualify my application for admission and enrolment in the programme.
2. I understand that, upon my registration in the programme, the data will become part of my student record and may be used and processed for all lawful purposes relating to my academic and/or non-academic activities in accordance with the established policy of the HKMA and the Hong Kong Personal Data (Privacy) Ordinance (Cap.486).
3. I expressly consent that the personal data will be used for the HKMA administrative, academic, research, statistical, alumni activities and prescribed purposes as allowed by HKMA and the laws of Hong Kong from time to time.

### Declaration

I authorize the HKMA to use my data to keep me informed of any direct marketing information including training and education programmes, awards and competitions, membership, alumni, promotional activities and other services and activities that it may arrange.

- I consent.  
 I do not consent.

Date: \_\_\_\_\_ Signature: \_\_\_\_\_