11 Consulting Skills for Technical Professionals

20–21 March 2006 ● 18–19 September 2006

Link Your Technical Competence with Communication Skills Required to Help Solve Real Business Problems!

Quantum leaps forward in technology require **a change** in the way technical professionals interact with their clients.

These changes include:
- Clients are **more sophisticated**, but still not fully aware of what is available to help them do their jobs better
- Products and Services are **more complex and diversified**
- **Costs** for new technology or to maintain or upgrade current technology are **dramatically increasing**
- Competition is **more intensive**

Therefore, providing services based on the client's determination of need has given away to **consultative relationships based on identification and satisfaction of real business problems**. This new breed of technology consultant has definitely replaced the technician.

Professional consultants use the consultative relationship process to assist their clients by **being prepared before the actual meeting**, assisting their clients in **exploring problems**, and by always **recommending the appropriate product/ service** in response to those problems and needs. They are true "consultants". They learn everything there is to know about the client and the operation. They are able to relate, build trust, and have the ability to advise a client on the best way of meeting their needs for now and in the future.

Professional consultative relationship systems consultants also know when and how to follow-up after the implementation has been made. They are **true believers in servicing the client**.

This course will review the **model and key elements** of the Consultative Relationship Process.

KEY BENEFITS OF YOUR ATTENDING

- Use an **organized process** for managing the consulting relationship
- Apply the **5-Step Consulting Model** to your situation
- Identify and **adapt your consulting style** to the individual and the situation
- Avoid the **ten most common counsulting disasters**
- Examine **seven proven techniques for gaining trust and cooperation** with your clients/users
- Increase your **ability to negotiate** with clients/users
- Identify **approaches to manage conflict** with clients/users
- Adapt the **Three-Tier Consulting Evaluation Model** to your consulting engagement
- Develop an **action plan** to change specific consulting practices

WHO SHOULD ATTEND

This course is designed specially for Technical Professionals who must consult internally or externally on Information Systems, Telecommunications, Engineering, Manufacturing or Business Management. This course will greatly increase your effectiveness if you are responsible for dealing with user/client concerns, solving user/client problems, and negotiating project requirements.

*Course Leader: **Dr Clifford Kettemborough***
*Course Fee: **RM1,995 per person***
*Team Discount: **RM1,795 per person***

12 Information Technology Project Management

22–24 March 2006 ● 20–22 September 2006

Learn how to Master all the Elements & Challenges that go into being a Top-Notch IT Project Manager!

In today's business paradigm, as an IT professional, **your job has evolved** from applications development, to business systems integration, to information systems project management.

Therefore, **today's IT manager's responsibilities cover a variety of functions** including:

- **planning**, **scheduling** and **controlling** a variety of IT projects
- managing **critical interfaces** between your organization, third-party vendors and the user community
- balancing the **competing needs of development** with maintaining & supporting installed systems.

At this seminar, participants will discover the **tools and techniques** that will help them to optimize the Systems Development Life-Cycle processes so that **you can bring your projects online more effectively, more quickly and on budget**.

Participants will also examine the **processes meant to accelerate development and compress design time**. And, finally, participants will find out **how to use capability and maturity models** so that you can assess where your IT processes currently are.

KEY BENEFITS OF ATTENDING

- Identify the **capabilities** and **limitations** of a variety of project management software tools
- Maintain **control** of your projects with **proven-in-action** scheduling techniques
- Deliver quality systems on time
- Achieve **leadership skills** that really work
- Successfully **plan** for the unexpected
- Budget more **effectively**
- Stay **on top** of schedules and workloads
- Get organizational **support**
- Keep conflict at a **minimum**
- Master the **do's and don'ts** practiced by **successful** managers

WHO MUST ATTEND

CIOs, Vice Presidents, Directors & Managers of IT, IT Project Managers & Team Leaders, Programmers/Analysts, Systems Analysts, Project Office Staff Members, and those who manage IT projects but are not necessarily IT experts.

*Course Leader: **Dr Clifford Kettemborough***
*Course Fee: **RM2,225 per person***
*Team Discount: **RM1,895 per person***

13 Information Technology Management for the Non-IT Manager

12–13 June 2006   ●   11–12 December 2006

Discover the Vital Role Information Technology Plays in Meeting Your Department and Organization Business Challenges

This intensive seminar is **specifically designed to meet the needs of non-IT professionals and managers** in today's modern organizations.

Attendees of this seminar **will improve their personal productivity, products and services** by increasing their knowledge of IT and in the same time **maximizing their relationship with the IT department/professionals**, for the ultimate benefit of their organizations.

In this **comprehensive seminar** you'll **understand common terminologies, terms and concepts** such as: IT/IS, TPS, MIS, DDS, ESS/EIS, ES, as well as modern technologies such as: IT Security, CRM, ERP, KM, CMM and CPI.

Participants will be able to examine the **various categories of software and hardware and how they're applied** on both departmental and enterprise levels.

Finally, the attendees will be able discover **how to deploy IT** not just for exchange of information, but also to **solve business challenges**, **find new markets, negotiate transactions**, **support the decision-making process** and **streamline operations**.

HOW YOU WILL BENEFIT

- Learn the **core** and **modern concepts** & **terminologies** in IT
- Understand **management aspects** of IT
- Discover what IT is used for, the **variety of needs** & **end users** it supports as well as how it can help achieve **corporate business objectives**
- Find out how IT technologies can **increase productivity**, **efficiency** and **effectiveness** in your business unit and enterprise-wide
- Learn how to **effectively work with the IT department** and **professionals** to **reduce the risk of project failures** and make the most of your IT investments
- Know **what questions to ask** & **what information to provide** to enhance IT and non-IT collaboration

(Course contents available at **www.apimd.com**)

WHO MUST ATTEND

Managers, Directors, Executives and Business Professionals who want to better understand the IT function.

Course Leader: **Dr Clifford Kettemborough**
Course Fee: **RM1,995 per person**
Team Discount: **RM1,795 per person**

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14 Successfully Managing Your Staff

14–16 June 2006   ●   13-15 December 2006

Learn to Resolve Conflicts Less Painfully, Delegate Critical Tasks More Efficiently, Energize Your Employees and Transform Resistance into Support

Organizational success is achieved by people. When people are individually successful in accomplishing common goals, an organization will be successful as well. This is the simple, yet profound management philosophy behind this seminar. **People are our most valuable organizational resource**, **and should be managed accordingly**.

The role of the successful manager is to establish patterns of activity for the people who work for him or her. When the people who work for him or her are managers as well, the opportunity of being a role model emerges. In this way, **managers literally shape the environment of the organization** and establish the conditions under which not only they, but also others, may succeed.

If you are in a management position, or if you are a business professional who has a **desire to assure the success of your people** and to create and maintain an organization you personally believe in, one that expresses your deepest values about work, achievement, and contribution, then this course is for you.

"*The most successful learning occurs when we are creative and enjoying the learning experience.*" This **3-day course** has been designed accordingly.

KEY BENEFITS OF YOUR ATTENDING

1. **Motivate and direct** the employees you rely on—even when they don't share your values
2. Adjust your **management and personal style** to the needs of different situations
3. Get more done by using the **appropriate delegation techniques** for any given situation
4. **Resolve conflict more effectively** in a wide variety of situations
5. **Respond proactively** to difficult people and poor performers and turn them into team players
6. Win the **cooperation of everyone** in the organization through influence, emotional intelligence and awareness of personal styles
7. Increase your confidence, **leadership skills** and **personal and professional satisfaction** in your job

WHO SHOULD ATTEND

Managers and individuals with management responsibilities whose success depends on clear communication, a cooperative attitude and commitment to shared goals.

Course Leader: **Dr Clifford Kettemborough**
Course Fee: **RM2,225 per person**
Team Discount: **RM1,895 per person**

YOUR EXPERT COURSE LEADER
FOR COURSES 24 & 26

Ernest Chen has **over 20 years of marketing experience**. He has **managed conference and exhibitions businesses** and has participated in many **trade missions** and **international exhibitions**.

He is also the **author of the Bestseller** – "*Earnestly Speaking – How To Succeed In Public Speaking*"

Ernest was the **adjunct lecturer** at the *Export Institute of Singapore* and has also conducted courses and seminars in Indonesia, Malaysia, Thailand and Singapore. More than 300 corporations and institutions have benefited from his training.

He is known as **the father of toastmasters clubs** in Singapore. He chartered the first community centre toastmasters club in 1988 and in 1992 started the world first *Mandarin Toastmasters Club*. He **initiated the new PESA** (Plain English Speaking Award) for students in 1997 and organized the *World First Speech Marathon* with 800 participants speaking for 36 hours continuously in May, 2000.

He has a BA (Economics) from University of Sydney and MBA from Andrews University. He is a practitioner of NLP and certified teacher of entrepreneurship (from NFTE, New York).

YOUR EXPERT COURSE LEADER FOR COURSE 14

Arul John Peter has **been a trainer/facilitator for the past 18 years**. During his tenure with the **International Trade Secretariat in Geneva**, he was **conducting training workshops throughout the Asia-Pacific region**.

John regularly conducts **management seminars and workshops** in the areas of *Creativity & Innovation, Change Management, Personal Development Workshops,* and *Public Speaking Skills* in Malaysia and Singapore.

John is involved in **teaching/lecturing** at *University of Bradford (UK), Oklahoma City University (USA), Southern Cross University,* and *Edith Cowan University (Australia)* programmes.

John holds an MBA and majored in strategic human resource management, from *University of Southern Queensland, Australia.* He also holds a Bachelor of Science and professional qualification in administrative and people management from the *Institute of Administrative Management, United Kingdom*.

YOUR EXPERT COURSE LEADER FOR COURSE 7

Michael J. Kawleski has **25-plus years of experience in communications**. He is a marketing leader at *Wisconsin Public Service Corporation*, an investor-owned electric and natural gas utility that serves more than 400,000 customers in Wisconsin and northern Michigan. As a private public relations and marketing consultant, he **has helped clients reach important audiences through newsletters, advertising**, **publicity**, **special events**, **media relations** and other tactics.

Mr Kawleski has **personally edited 15 separate newsletters** during his career. He **managed corporate PR at a US$25-million organization**, where the **newsletters and other publications he directed won national and state awards**.

Mr. Kawleski also served as an **Adjunct Faculty Member** at the *University of Wisconsin–Madison*, where he received his B.Sc. in Journalism with an Advertising Specialization.

Active internationally, he assisted the *U.S. Agency for International Development* in Poland, leading **communications workshops** for the Polish Extension Service; helping a new private manufacturing firm with its marketing plan; and advising the regional Governor's Office on **promoting tourism** and **business development.**

YOUR EXPERT COURSE LEADER
FOR COURSES 11, 12, 13 & 14

Dr. Clifford Kettemborough's professional background **spans 30 years**. He functioned in professional positions, including senior management for several large organizations such as: **NASA, California Institute of Technology, Maxicare Health Plans, Inc., Transamerica Financial Services, Boeing Corp., Xerox Corp.**, and **IBM Corp**.

Dr. Kettemborough has **extensive teaching and training experience** at close to 30 different institutions. He has taught close to 600 and a variety of courses (live and on-line) in *Computer Science, Management of Information Systems, Computer Information Systems, Mathematics, Business Administration,* and *Technology Management.*

Dr. Kettemborough **is listed** in *Who's Who in California, West, America, World, Emerging Leaders in America, Science and Engineering, Information Technology, International Who's Who of Professionals, World Who's Who Hall of Fame, International Cultural Diploma of Honor* publications in U.S. and U.K. 1996, *1998 Man of the Year, 1997 Platinum Record for Exceptional Performance, and Gold Record of Achievement for 1999* **awards** from **American Biographical Institute**, *2000 Outstanding Intellectuals of the 20 Century* and *International Man of the Year* from **International Biographical Centre**, Cambridge, U.K.

Dr. Kettemborough has also received the following **awards**: **NASA/JPL Leadership Award** for Y2K Project Successful Completion, ahead of schedule and he has been **Nominated Member** in "Alfred Whitehead Leadership Society" - 1996. He is also a **textbook reviewer** with Addison-Wesley, McGraw-Hill, Prentice-Hall, Course Technology.

Dr. Kettemborough's formal **educational background spans over 30 years** of undergraduate, graduate and post -graduate work. He holds numerous formal degrees, as follows: **Doctor of Education**, Specialty: Computer Technology in Education, **Doctor of Philosophy in Business Administration**, Specialty: Technology Management with "Honors", **Master of Business Administration**, **Doctor of Philosophy in Computer & Information Sciences** with "Honors", **Master of Management Information Systems**, **Master of Science in Computer Science**, Studies in Cybernetics, MPhil-Licentiate (Master of Science with Thesis, Diplomat) in Mathematics/Informatics/Operations Research.

YOUR EXPERT COURSE LEADER
FOR COURSES 15, 17, 23 & 27

Gary Lim is the Principal Consultant of his own marketing consultancy firm. He has held positions of General Manager and Marketing Manager of several multinational companies, including Australian, Japanese and **US Fortune 500 companies**.

Gary has **more than 22 years of corporate experience in marketing and management** in the Asia/Pacific region. His experience includes 2 years in USA covering the North American market, 4 years in the Hong Kong regional office covering markets in North East Asia and 18 years in the Singapore office covering markets in the Asia/Pacific, Oceanic and Indian sub-continent regions. The major functions of his jobs in the Asia/Pacific region include market surveys, setting up and supervising distribution and dealer networks, negotiating licensing agreements, business development, training, promotion, and ensuring success in market penetration.

Gary has **conducted numerous training seminars on Asian markets** in Europe, Australia, South Pacific Islands, South Africa, Middle East, China and other Asian countries.

Gary has received an appointment as a **technical expert in international marketing** by Asian Productivity Organisation (APO) and the United Nations Development Program (UNDP).

He holds a Bachelor of Engineering Degree from the University of Singapore and studied postgraduate MBA programmes in several major universities in USA.