



**9.3-9.5/10**  
Strong Rating

# EFFECTIVE CORPORATE COMMUNICATION FOR ORGANISATIONAL SUCCESS

**20 - 21 January 2025**

**Venue: Sheraton Hotel, Kuala Lumpur**

**Inclusive of 1 breakfast,  
1 lunch, 2 tea breaks**

**5★HOTEL**

**Limited to 32 Seats per class**



**Local - +60109154521 (Sebastian) / +60182000262 (Steven)**  
**International - +601111891485 (Sanshana)**



EXPERIENCE EXCELLENCE WITH MZ GROUP MASTERCLASSES AND CONFERENCES!

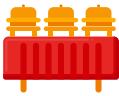
OUR OFFERINGS BOAST THE FOLLOWING FEATURES:



**HRDC Claimable:** Gain professional development while maximizing your HRDC benefits.



**Hotel Room Provided:** Enjoy the convenience of accommodation arrangements for a seamless experience.



**Lunch & Refreshments:** Stay energized and focused throughout the day with complimentary meals and refreshments.



**5-Star Venues:** Immerse yourself in luxury and sophistication at esteemed locations such as the **Ritz Carlton Hotel, JW Marriott, and Hilton Hotel.**

SCAN THE QR FOR FULL  
EVENT CALENDER AND BROCHURE





# WORKSHOP OVERVIEW

Leaders know that effective corporate communication requires intentional development and implementation of communication strategies suitable for the organisation they lead. The “Effective Corporate Communication for Organisational Success” 2-day masterclass is designed to provide a deeper understanding of different methods of communication and a variety of communication strategies to implement across their organisations. Participants will explore the fundamentals of corporate communication, identify the different ways people communicate, understand the benefits of communication strategies, and explore a variety of communication strategies and assess which is most effective in their work environment. By utilising the best practices of communication leaders such as Carmine Gallo, along with research by McKinsey, Forbes, and Harvard Business School, attendees will be able to assess the gaps in their organisation’s current communication strategies and develop the necessary tools to build effective communication across their organisation.



# COURSE OBJECTIVES

- Understand the benefits of effective communication across an organisation.
- Recognise diverse communication styles in themselves and their teams, and understand how to work with them.
- Observe how great leaders communicate and identify which skills are necessary in their leadership roles.
- Assess the effectiveness of their current corporate communication strategies.
- Develop a suite of effective communication skills suitable for their teams and work environment.
- Build corporate communication strategies effective for their particular workplace.





# COURSE OUTLINE



## DAY 1

8:45 am – 9:00 am: Networking among Delegates

9:00 am – 10:15 am

- Introduction to Effective Leadership Communication
- Four Models of Communication

10:15 am – 10:30am: Tea Break

10:30 am – 12:30pm

- Recognise diverse communication styles
- Common Communication Styles
- Transformational Leadership Communication

12:30 pm – 1:30 pm: Lunch

1:30 pm - 3:30pm

- Communication in Multi-National Companies
- Communication Strategies in Multi-National Companies
- 10 strategies for effective corporate communication

3:30 pm – 3:45pm: Tea Break

3:45 pm - 5:30 pm

- Pyramid of Authentic Leadership
- Reflection on Day 1

5:30 pm: End Day 1



# COURSE OUTLINE



## DAY 2

8:45 am – 9:00 am: Networking among Delegates

9:00 am – 10:15 am

- Internal Communications Strategy – the 6 Do's
- Internal Communications Strategy – the 6 Don'ts

10:15 am – 10:30pm: Tea Break

10:30 am – 12:30pm

- Role of emotional intelligence in communication
- The impact of emotional intelligence on leadership and communication
- Communication Intelligence

12:30 pm – 1:30 pm: Lunch

1:30 pm – 3:30 pm

- Internal Communication Case Studies
- Feedback Survey

3:30 pm – 3:45pm: Tea Break

3:45 pm - 5:30 pm

- Mitigating the risk of unconscious bias in communication (+ case study)
- Reflection on Day 2

5:30 pm: End Day 2



# TRAINER PROFILE

## **Bronwyn Williams**

Founder and Director of Bron Williams



With over 30 years of leadership experience spanning education and non-profit sectors, Bronwyn Williams (Bron) has cultivated a diverse skill set. Her journey includes roles as a multi-grade training coach, school leader, welfare centre manager, and advocate for asylum seekers.

In her personal life, Bron challenges societal expectations for women, defies cultural norms related to aging, and has successfully pivoted her career twice. Recognising the courage needed to abandon limiting beliefs, lead from behind, and engage in transformative conversations, Bron brings a unique perspective to leadership. Bron is a gifted storyteller with the ability to take complex ideas and present them to her audiences as readily understandable concepts. Her portfolio includes collaborations with corporations like Unilever, non-profits such as The Salvation Army, sporting bodies like Tennis Australia and Football Victoria, government departments at various levels (local, state, federal), as well as businesses and a range of individual clients.

Bron has contributed to publications like HRM and The Graduate Union and authored two books. Her media appearances include Ticker TV, Triple M radio, and a regular spot on a Melbourne radio station. Leveraging her wealth of experience, Bron delivers workshops that empower organisations in mastering effective corporate communication for unparalleled success.

# PAST DELEGATES







## ABOUT MINDZALLERA

Mindzallera is a young and vibrant company that aims to provide top quality, best training programs and conferences to corporate and businesses in Malaysia. We are HRDF-approved and recognize the human element in the development of any business. Our company will embark on this journey together as we provide the best training program, locally and overseas, with the best price in town to be delivered to the company's staff. Progression in each of these training programs will be our milestone of achievement and will move the business and staff's capability to higher heights.



We've had excellent feedback on our series of workshops to delegates to adapt to new circumstances and align with new goals. Every workshop delivers best practices, real-world examples and recommendations based on our leaders' deep understanding of the challenges you face every day. Each is completely customizable to meet your organization's unique needs and challenges.

## OUR MILESTONE

# 7300+

DELEGATES SINCE 2021

# 250+

CONDUCTED EVENTS

# 870+

COMPANIES PARTICIPATED

VISIT US: [WWW.MINDZALLERA.COM](http://WWW.MINDZALLERA.COM)

# REGISTRATION FORM

## EFFECTIVE CORPORATE COMMUNICATION FOR ORGANISATIONAL SUCCESS 20 & 21 January 2025

### WORKSHOP FEES

☐ **RM3500 per pax** (without hotel accommodation)☐ **RM3998 per pax** (including ONE (1) night hotel accommodation)

PRICES ARE INCLUSIVE OF 8% SST

**HRDC CLAIMABLE**  
(SBL - KHAS)

### VENUE

**SHERATON HOTEL,  
KUALA LUMPUR**

### METHOD OF PAYMENT

Payable by Cheque to: **Fresh Upskills Training Sdn Bhd**

Bank Transfer:

Payment by bank transfer should be made to:

**HONG LEONG BANK**Ground Floor(Lot G3), Menara Raja Laut,  
No, 288, Jalan Raja Laut, 50400 Kuala LumpurAccount Name : **Fresh Upskills Training Sdn Bhd**Account No : **331 000 774 59**Swift Code : **HLBBMYKL**

### 2 EASY WAYS TO REGISTER

By email : [registration@mindzallera.com](mailto:registration@mindzallera.com)  
(Email your scanned Registration Form)By Post : 33-05, Binjai 8, No. 2, Lorong Binjai,  
50450, Wilayah Persekutuan Kuala Lumpur  
M: +60109154521 (Sebastian) /  
+60109335284 (Louise)

### CANCELLATION

Substitutions are welcome at any time. Please notify us at least 3 working days prior to the event.

All cancellations will carry a 10% cancellation fee, once the Registration Form is received. All cancellations must be in writing by fax or email at least 2 weeks before the event date. Verbal cancellation is not applicable. Cancellations with less than 2 weeks prior to the event date carry a 100% liability. However, course materials will still be couriered to you.

FRESH UPSKILLS TRAINING SDN BHD reserves the right to cancel or alter the content and timing of the program or the identity of the speakers for reasons beyond its control.

### ORGANISATION DETAILS

Please write registered company name and address.

Name: \_\_\_\_\_

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

Postcode : \_\_\_\_\_

Tel : \_\_\_\_\_ Fax : \_\_\_\_\_

### DELEGATE DETAILS

Please write full name as per IC / Passport.

Name: \_\_\_\_\_

Job Title: \_\_\_\_\_

Dept: \_\_\_\_\_

Email: \_\_\_\_\_

Mobile No.: \_\_\_\_\_

Please write full name as per IC / Passport.

Name: \_\_\_\_\_

Job Title: \_\_\_\_\_

Dept: \_\_\_\_\_

Email: \_\_\_\_\_

Mobile No.: \_\_\_\_\_

Please write full name as per IC / Passport.

Name: \_\_\_\_\_

Job Title: \_\_\_\_\_

Dept: \_\_\_\_\_

Email: \_\_\_\_\_

Mobile No.: \_\_\_\_\_

### AUTHORISATION

Signatory must be authorised to sign on behalf of the contracting organisation.

Name: \_\_\_\_\_

Job Title: \_\_\_\_\_

Dept: \_\_\_\_\_

Telephone: \_\_\_\_\_ Mobile : \_\_\_\_\_

Email: \_\_\_\_\_

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

### INVOICE

The Invoice should be directed to [ ] Mr [ ] Ms [ ] Dept:

Name: \_\_\_\_\_

Designation : \_\_\_\_\_

Dept: \_\_\_\_\_

Telephone: \_\_\_\_\_ Extension: \_\_\_\_\_

Email: \_\_\_\_\_

### FOR OFFICE USE

Project Manager: Eugene

Event code : ECC2024

Date received : \_\_\_\_\_

Verified by : \_\_\_\_\_