

PEOPLE DEVELOPMENT

Innovation Strategies
Self-Development
Communication
Human Resources

Contact Number: +65 6376 0777 | Email Address: learning@sqcentre.com

Innovation Strategies

	Course Duration (hrs)	Fee (S\$) Excl GST	Nett Fee (S\$) Incl GST	Nett Fee (S\$) after Training Grant*		
				SMEs	Non-SMEs/ Self-Sponsored	MCES
<ul style="list-style-type: none"> A Design Thinking Approach to Idea Generation and Selection TGS-2020505082 Funding Validity Period: 01 Aug 2020 - 31 Jul 2024 Jan 27 - 28 May 12 - 13 Aug 15 - 16 Sep 15 - 16 	16	\$ 590.00	\$ 631.30	\$ 218.30	\$ 336.30	\$ 218.30

In-Company Training

<ul style="list-style-type: none"> Creative Sparks! CS-CRSP-01 	14	\$ 500.00	\$ 535.00	-	-	-
<ul style="list-style-type: none"> Design Thinking as a Strategy for Innovation CS-DTAS-02 	14	\$ 750.00	\$ 802.50	-	-	-
<ul style="list-style-type: none"> Spinovator™ Toolkit - How to find Creative Solutions to Problems CS-TSTK-03 	7	\$ 360.00	\$ 385.20	-	-	-

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Self-Development

In-Company Training

	Course Duration (hrs)	Fee (S\$) Excl GST	Nett Fee (S\$) Incl GST
<ul style="list-style-type: none"> Building Relationships Using EQ (Online Learning) SD-BRUE-I-05 	3.5	\$ 180.00	\$ 192.60
<ul style="list-style-type: none"> Growth Mindset for Working Professionals (Online Learning) SD-GMWP-01 	7	\$ 280.00	\$ 299.60
<ul style="list-style-type: none"> Positive Influence and Conflict Management (Online Learning) SD-PICM-03 	14	\$ 650.00	\$ 695.50
<ul style="list-style-type: none"> Proactive Time and Stress Management (Online Learning) SD-PTSM-I-06 	7	\$ 380.00	\$ 406.60
<ul style="list-style-type: none"> Stretch Your Time - How to Get More Done in Less Time (Online Learning) SD-SYRT-04 	7	\$ 440.00	\$ 470.80

* Classroom-based training will be conducted through virtual classroom until further notice. Terms and conditions apply.

^ Nett fee is inclusive of GST and subject to terms and conditions.

● SkillsFuture Credit can be used on top of existing government course subsidies to pay for a wide range of approved skills-related courses. All Singaporeans aged 25 and above will receive an opening credit of S\$500. They will also receive a one-off SkillsFuture Credit top-up of \$500 that will expire by 31 Dec 2025.

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Communication

Course Duration (hrs) Fee (\$\$) Excl GST Nett Fee (\$\$) Incl GST

In-Company Training

<ul style="list-style-type: none"> Delivering Powerful and Persuasive Presentations (Online Learning) C-DPPP-02 	Virtual Classroom	14	\$ 575.00	\$ 615.25
<ul style="list-style-type: none"> Effective Business Writing Skills (Online Learning) C-EBWS-03 	Virtual Classroom	14	\$ 575.00	\$ 615.25
<ul style="list-style-type: none"> Effective Replies to Social Media (Online Learning) C-ERSM-04 	Virtual Classroom	7	\$ 400.00	\$ 428.00
<ul style="list-style-type: none"> Essentials of Email Writing and Online Etiquette (Online Learning) C-EWOE-05 	Virtual Classroom	7	\$ 380.00	\$ 406.60
<ul style="list-style-type: none"> Handling Email Complaints (Online Learning) C-HECT-07 	Virtual Classroom	7	\$ 380.00	\$ 406.60
<ul style="list-style-type: none"> Negotiating for Success (Online Learning) C-NFST-08 	Virtual Classroom	10.5	\$ 450.00	\$ 481.50
<ul style="list-style-type: none"> Technical Proposal Writing (Online Learning) C-TPWT-09 	Virtual Classroom	7	\$ 380.00	\$ 406.60
<ul style="list-style-type: none"> Winning Replies! (Effective Written Response to Build Customer Loyalty (Online Learning) C-WINR-06 	Virtual Classroom	14	\$ 500.00	\$ 535.00

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Human Resources

Course Duration (hrs) Fee (\$\$) Excl GST Nett Fee (\$\$) Incl GST

In-Company Training

<ul style="list-style-type: none"> Training Needs Analysis for Organisations (Online Learning) HR-TNAO-04 	Virtual Classroom	7	\$ 450.00	\$ 481.50
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People Development ■■■■■■

Service Quality Centre Pte Ltd UEN: 199003051G | PEI Validity Period: 26 March 2022 to 25 March 2024

80 Jurong East Street 21 #05-01 Devan Nair Institute for Employment and Employability Singapore 609607

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A Subsidiary of  **MDIS**

People Development

Innovation Strategies

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Classroom-based learning

TGS-2020505082 - Funding Validity Period: 01 Aug 2020 - 31 Jul 2024

A Design Thinking Approach to Idea Generation and Selection (16 hrs)

This course covers the knowledge and application of Service Quality Centre's 3-phase Design Thinking approach to seek opinions from others, facilitate brainstorming discussions and encourage idea generation, facilitate idea selection to evaluate and shortlist new methods, procedures, techniques or systems to realise business opportunities and improve current working conditions.

Participants who fulfil all requirements will receive a Statement of Attainment (SOA) issued by the SkillsFuture Singapore (SSG).

Key Benefits

- Seek opinions from others and uncover insights to define a problem
- Facilitate brainstorming discussions and encourage idea generation
- Facilitate idea selection to evaluate and shortlist new methods, procedures, techniques or systems

Course Contents

- Design Thinking Phase 1 : Discover-Uncover-Define
 - Introduction to the design thinking process (5 stages in 3 phases)
 - Seek opinions from others (understanding with empathy)
 - Uncover insights (personas and empathy maps)
 - Define a problem (point-of-view)
- Design Thinking Phase 2 : Ideate
 - Encourage idea generation (from problem to "How Might We" questions)
 - Facilitate brainstorming discussions (team dynamic, facilitation, ideation)
- Design Thinking Phase 3 : Prototype-Test
 - Theme and evaluate ideas (the 4P's themes)
 - Facilitate idea selection ("difficulty and impact" evaluation, prototyping)
 - Shortlist new methods, procedures, techniques or systems (user-testing, iterate)

Learning Methodology

- Participants will use both physical and digital resources, and undergo experiential learning through mini-lectures, group discussions, individual work, role plays, quizzes, and videos.

Who Should Attend

- This course is suitable for retail managers, area managers, district managers, brand managers, customer loyalty managers, marketing managers, customer experience managers, heads of departments.

Course Details

- Duration: 2 days (16 hrs)
- Time: 9:00am to 6:00pm

Classroom-based learning

In-Company Training

CS-CRSP-01

Creative Sparks! (14 hrs)

The ability to think creatively is an essential skill for everyone. Learn how to generate creative ideas and innovative solutions to enhance your own and your team's performance. Creative Sparks shows you how to assess your own creative potential through self-assessment exercises which enable you to evaluate your ability as a creative thinker and build on your strengths with methods such as Random Association and Idea Reversal. It contains guidelines for working with teams to produce new approaches and explain how to reach your goals using data, metaphors analysis and brainstorming.

Key Benefits

- Recognise why creative thinking is necessary for success at the workplace
- Understand the creative process
- Learn how to generate ideas and innovative solutions that will enhance individual and the team performance
- Identify blocks to creative thinking
- Learn techniques to improve and stimulate creative thinking
- Take charge of your own creativity

Course Contents

- Introduction: Let's "Brain" Dance – Challenge your creativity
- Evaluating creativity
 - Your creative quotient
 - Creativity and you
 - Importance of creativity
- Creative brain formation
 - What is creativity and identifying the creative process
 - Difference between creative thinking and innovation
 - Difference between logical and creative thinking
 - Understanding your thought process (Right / Left Brain Dominance)
 - Assessing your natural creativity
 - Developing creativity and overcoming the barriers
 - Checklist for new ideas
- Creativity Techniques
 - The Torrance test
 - Brain-writing process
 - Random word technique
 - Convergent tools

- Action points to stimulate your creative brain

- Music
- Nutrition and fitness
- Neuro-hostile elements
- PLP – Personal Learning Plan to enhance creativity

Learning Methodology

- Participants will learn through group discussion, hands-on activities on tools learnt, experiential activities and simple profiling for self-discovery on the individual's level of creativity.

Who Should Attend

- This course is suitable for anyone who wants to enhance personal creativity or the team's creativity.

Course Details

- Duration: 2 days (14 hrs)
- Time: 9:00am to 5:00pm

Classroom-based learning

In-Company Training

CS-DTAS-02

Design Thinking as a Strategy for Innovation (14 hrs)

Design Thinking is based on the assumption that everyone can create a more desirable future. That kind of optimism is well needed in the workplace. The design process is what puts Design Thinking into action. It is a structured approach to generating and developing ideas. It spurs innovation and solve complex problem. This is one of the key reasons why Apple is so successful and the reason that malnourishment rates of children in Vietnam is cut by half.

This course will enable participants to move from the conventional problem-solving practices to one that focuses on the human process that taps into attitudes we all have but overlooked. It relies on our abilities to be intuitive, to recognise patterns, to construct ideas that are emotionally meaningful as well as functional, and being able to express ourselves beyond words and symbols.

Key Benefits

- Learn to improve existing ideas incrementally to radically
- Creating disruptive solution(s) that meet the needs of the people
- Changing mindset of the way people work in relation to innovative thinking
- Hands-on application of Design Thinking

Course Contents

- Introduction to Design Thinking and innovation
- Difference between Design Thinking and conventional problem solving approach
- Adopters of Design Thinking
- Traits of a Design Thinker
- 5 Mindsets of a Designer
- The Design Thinking process
- Understand and gain insight of the users using the human-centred approach
- Understand the relationship between an idea, a solution and a problem
- Understand the value of innovation and acquire the skills for exploration
- Get to prototype and test the ideas based on the customer needs / insights

Learning Methodology

- Participants will learn through group discussion, hands-on activities, and experiential activities.

Who Should Attend

- This course is suitable for those who want to enhance their creativity or their teams' creativity.

Course Details

- Duration: 2 days (14 hrs)
- Time: 9:00am to 5:00pm

Classroom-based learning

In-Company Training

CS-TSTK-03

Spinovator™ Toolkit – How to find Creative Solutions to Problems (7 hrs)

The value of fresh ideas and creative new strategies and goals is infinite in today's knowledge economy. Continual innovation is the key to creating new service experiences to remain relevant to the marketplace. Spinovator™ Toolkit will stretch the boundaries of everyday thinking and inspire people to adopt an innovative perspective and attitude towards what is possible. Participants are taken on a SPIN ("Scan", "Provoke", "Investigate" and "Negotiate"), an insightful journey to kickstart their creative thinking process.

This course prepares participants to "Explore, Engage and Unleash" their minds as they re-look and re-engineer the way things are done. They will learn to think of innovative ways to arrive at optimal solutions.

Key Benefits

- Mobilise the Spinovator™ Toolkit to think "out-of-the-box" and generate fresh ideas
- Translate latest new ideas to practical solutions and new service experiences
- Apply Spinovator™ techniques to examine current processes and formulate action plans
- Use the Spinovator™ to solve problems creatively

Course Contents

- Spark your creativity
 - Understand the concepts of creativity and innovation and how different individuals think
 - Innovatively mine ideas, spot opportunities and identify future needs
 - Apply Spinovator Toolkit techniques to scan the needs of the customer, team and organisation
 - Use the Spinovator Toolkit to facilitate brainstorming sessions, strategic meetings and work improvement journey
- Formulating solutions
 - Examine the criteria, push and pull factors of workable solutions
 - Based on the breakthrough ideas generated, implement and operationalise feasible solutions
 - Formulate and plan a project implementation timeline
 - Tackle potential obstacles

Learning Methodology

- Participants will undergo learning through metaphors, accelerated learning techniques, experiential learning, and discovery learning.

Who Should Attend

- This course is suitable for individuals seeking to understand how to work well among diverse thinkers, spot opportunities, provoke creative thinking, and learn to implement relevant workable solutions to increase productivity.

Course Details

- Duration: 1 day (7 hrs)
- Time: 9:00am to 5:00pm

People Development

Self-Development

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Virtual Classroom

In-Company Training

SD-BRUE-I-05

Building Relationships Using EQ (Online Learning) (3.5 hrs)

We are in the business of building relationships! People are not necessarily difficult to deal with. They only seem difficult because we lack the skills of an appropriate communication style. It is imperative that we are equipped with the essential skills to handle different groups of people.

You will learn the appropriate communication styles that will help you avoid ineffective communication and improve work relationships. Do not let negative experiences affect your willingness to try and get along with anyone! Discover how you can use the DISC as a tool to come out tops with not just textbook answers but tried and tested techniques as well!

Key Benefits

- Reduce stress levels among colleagues
- Confidently handle challenging dialogues in a calm fashion
- Promote work productivity and sense of belonging in the workplace

Course Contents

- Relationship building
 - People reading
 - Using EQ to interact positively with colleagues and subordinates; and clients
 - Identifying, discerning and escalating people's needs and expectations
 - Making people feel valued and important
- Understanding people communication tendencies
 - Identifying different communication styles
 - How to use the four personality type psychometric tool (DISC) to communicate to different groups of people
 - How to leverage on one's strengths and work on weaknesses

Learning Methodology

- Participants will learn through lectures, case studies, self-analysis / critique session, group discussion / brainstorming (Breakout Rooms in Zoom), learning from a partner (Breakout Rooms in Zoom), and virtual engagement (Kahoot, Pigeonhole, and Mentimeter).

Who Should Attend

- This course is suitable for anyone who is interested to build relationships using emotional intelligence.

Course Details

- Duration: Half Day (3.5 hrs)
- Time (Half Day Session) : 9:00am to 12:30pm
- This course is also available for classroom-based learning. Contact us for more information.

Virtual Classroom

In-Company Training

SD-GMWP-01

Growth Mindset for Working Professionals (Online Learning) (7 hrs)

In organisations, employees and leaders with growth mindsets are valuable assets because they view setbacks as learning opportunities. Individuals with growth mindset understand the value of hard work and dedication. They are able to avoid distractions, seek out new opportunities to continue their learning, and draw inspiration from others. Applying a growth mindset can help employees, leaders and the company as a whole to reach their full potential.

This 1-day course aims to empower participants (individual contributors, team leads) to develop a growth mindset to thrive in a VUCA environment.

Key Benefits

- Differentiate between the fixed vs. growth mindset
- Develop characteristics of a growth mindset in self
- Support the development of a growth mindset in others

Course Contents

- Establishing the importance of a Growth Mindset
 - Growth Mindset vs. Fixed Mindset
 - What a Growth Mindset is NOT (aka. False Growth Mindset)
- Developing a Growth Mindset
 - Personal and professional roadblocks to developing and applying a Growth Mindset
 - Techniques to develop resilience to counter triggers
- Nurture the Growth Mindset at work
 - Incorporate proven techniques to give constructive responses in conversations
 - Incorporate proven techniques to challenge self-limiting beliefs at work

Learning Methodology

- This course is facilitated through a variety of proven adult learning techniques that include facilitated discussion and presentation, experiential activity, lecture, personal reflection and sharing.

Who Should Attend

- This course is suitable for professionals who want to lead own self-awareness and development.

Course Details

- Duration: 1 day (7 hrs)
- Time: 9:00am to 5:00pm
- This course is also available for classroom-based learning. Contact us for more information.

Virtual Classroom

In-Company Training

SD-PICM-03

Positive Influence and Conflict Management (Online Learning) (14 hrs)

Acquiring positive influencing skills is critical. In this course, participants will learn what it takes to influence others positively. They will be equipped with the competence to diffuse tension, manage and resolve conflicts effectively, such that they could turn these challenges into opportunities for growth, development and stronger relationships. The skills will also enable participants to secure the commitment from other stakeholders to get things done, leading to positive work performance, cohesive teams, and higher productivity.

Key Benefits

- Understand the fundamentals and core principles for positive influence
- Apply positive influence and communication skills to build rapport and persuade others
- Apply specific strategies manage and resolve conflicts effectively

Course Contents

- Fundamentals of positive influence
 - Importance of influencing skills
 - Attributes of an effective influencer
 - Influence style assessment
 - Beliefs, values, and attitudes
 - Core principles for influence and conflict management
 - > Seek to understand than to be understood
 - > Persuade, not push
 - > Focus on behaviour, not personality
- Core influencing skills
 - Building rapport and trust
 - > WIIFM
 - > Matching and mirroring
 - > Active listening
 - Persuade with 3 vitals of effective communication
 - > Verbal: Using the right words
 - > Vocal: Saying it right
 - > Visual: Mastering body language
 - Maintain assertiveness
 - Master major influence tactics

- Managing and resolving conflicts
 - Conflicts, sources, and consequences
 - Manage conflict through Thomas-Kilman (TKI) Conflict Mode Instrument
 - Resolve conflict through Interest-based Relationship (IBR)

Learning Methodology

- Role plays and case studies, complemented by learning tools will be used to provide participants with opportunities for practices.

Who Should Attend

- This course is suitable for professionals interested in influencing others positively and resolving conflict.

Course Details

- Duration: 2 days (14 hrs)
- Time: 9:00am to 5:00pm
- This course is also available for classroom-based learning. Contact us for more information.

Virtual Classroom

In-Company Training

SD-PTSM-I-06

Proactive Time and Stress Management (Online Learning) (7 hrs)

Getting the most out of a 24-hour day is a constant challenge in the current COVID-19 situation – Too much or too little to do and not enough time or too much time to do something has been a common problem many face during this Circuit Breaker. This naturally leads to stress but many people are unaware of the danger signs and symptoms in themselves.

This high-energy virtual engagement, back-to-basics course explains the fundamentals of time management through understanding the value of time, adopting proven ways to get the most out of a day, eliminating time wasters, conquering procrastination, and more.

This course also will help participants to recognise stress symptoms, understand how one places pressure on himself / herself and learn to regain balance in personal life. Participants will obtain knowledge of various stress reduction methods and control each stressor with the most appropriate technique.

Key Benefits

- Learn about barriers to successful time management
 - Understand and demonstrate the use of to-do lists and the ABC prioritisation technique
 - Ability to write SMART goals and explain their benefits
 - Develop an action plan for better use of time
 - Comprehend the sources and effects of stress and spot signs of stress
 - Make assessment of his / her own stress level
 - Apply techniques to manage his / her stress better
 - Apply relevant life skills to prevent or cope with stress
- Effective time management
 - The 80/20 framework – the Pareto principle
 - The Time Management Matrix
 - Differences between urgency and important activities
 - Quadrant 2 challenges and living effectively in quadrant 2
 - Be SMART : Goal setting for peak performance
 - Exploring goal attainment by controlling paperwork (using basic filing and administrative duties) and coping with tasks
 - Setting goals, objectives and priorities
 - Introduction to stress
 - Understanding stress, its sources, effects and performance levels
 - Awareness of stress
 - Identifying personal stressors with lifestyle questionnaire and stress profiling
 - The 4 dimensions of stress management
 - Stress reduction techniques using physical, mental, emotional and spiritual levels
 - Managing stress with time management
 - Learning to prioritise, organise, delegate and maximise results during meetings

Course Contents

- The realities of time
 - Evaluate and articulate immediate, short-term, and long-term time management goals
- Procrastination pest
 - Understand why one will procrastinate and techniques for conquering the problem once and for all
 - Manage oneself by conducting an eight-hour inventory analysis chart – identifying time wasted in a day
 - Identifying and controlling time stealers
 - Managing the three major categories in unsuccessful time management – strategies used, structures around oneself, and state of mind

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Virtual Classroom

In-Company Training

SD-PTSM-I-06 **Proactive Time and Stress Management (Online Learning) (7 hrs)**

Learning Methodology

- Participants will learn through lectures, case studies, self-analysis / critique session, group discussion / brainstorming (Breakout Rooms in Zoom), learning from a partner (Breakout Rooms in Zoom), and virtual engagement (Kahoot, Pigeonhole, and Mentimeter).

Who Should Attend

- This course is suitable for anyone who is interested managing stress and making good use of time.

Course Details

- Duration: 1 day (7 hrs)
- Time: 9:00am to 5:00pm
- This course is also available for classroom-based learning. Contact us for more information.

Virtual Classroom

In-Company Training

SD-SYRT-04

Stretch Your Time – How to Get More Done in Less Time (Online Learning) (7 hrs)

The Latin motto “Carpe Diem” means “seize the day”. We often say “time flies”. What we really mean is “We’ve not accomplished something meaningful so far”. We all know that time is precious, fleeting and irreplaceable, yet many of us do not know how to manage this elusive resource. This course provides participants with the information about the key skills to enable them to “seize the day”.

Key Benefits

- Identify the key element in managing time
- Prioritise what they consider to be important
- Associate their preferred style with managing time
- Identify and manage the time wasters
- Apply the principles of time techniques in their lives
- Work out a personal plan of action

Course Contents

- Perception of time management
 - Time management is a misnomer
 - How individuals manage their time
- The ABC of time tips
 - Developing positive time attitudes from A-Z
- Auditing my time
 - Time pressures at work: meetings, emails, interruptions, etc
 - The Time Management Matrix
 - Defining and identifying time wasters and their causes
 - Setting priorities: doing first things first
 - Organising my work space
- My approach to managing time
 - Identifying monochronic and polychronic styles
 - My choice of approach
 - How well do I manage my tasks?
- Taking personal responsibility and control
 - Investing in time instead of spending time
 - Making a difference everyday
 - My whole life calendar

- Moving forward: my personal plan of action
 - I will start doing
 - I will stop doing

Learning Methodology

- This is a highly interactive course using mini-lectures, small group discussions and classroom activities. Participants are expected to contribute actively so that the lessons learnt can be highlighted in a non-threatening approach.

Who Should Attend

- This course is suitable for individuals who aspire to optimise the use of time in their busy schedules, e.g. new supervisors, staff in operations and multi-support roles.

Course Details

- Duration: 1 day (7 hrs)
- Time: 9:00am to 5:00pm
- This course is also available for classroom-based learning. Contact us for more information.

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Virtual Classroom

In-Company Training

C-DPPP-02

Delivering Powerful and Persuasive Presentations (Online Learning) (14 hrs)

With increasing importance placed on the use of presentations to deliver impressive and memorable messages, the empowerment of your people with the skill sets to deliver purposeful and powerful presentations is a must. It is imperative that managers, facilitators and sales personnel possess the knowledge, skills and ability to convince audiences that their products and services are worth investing in.

This course is specially designed to help you deliver presentations that will enthuse, motivate, excite and stimulate your audiences. Learn how you can develop your skills in delivering a captivating and inspiring presentation. Master the art of selling your products, enhancing your powers of persuasion and influencing decision-making through this exciting course.

Key Benefits

- Deliver information in a lively and thought-provoking manner
- Make effective presentations that will result in increased sales
- Increase participants' confidence and establish an action plan to increase their influence range
- Generate interest from the audience and influence decisions
- Acquire an effective strategy for fielding presentation questions and handling objections

Course Contents

- Analysing the audience
- Guidelines for choosing your topic
- Designing a sample audience
- Identifying opinion moulders and influence factors
- The importance of SWAY behaviours
- Organising your presentations
- Demonstrating SWAY behaviours in a presentation
- Fielding questions and handling objections
- Developing an action plan for increasing influence range

Learning Methodology

- This course is designed to provide participants with opportunities to practise skills learnt. Participants will work on structuring their presentations and their delivery to the class in a simulated setting.

Who Should Attend

- This course is suitable for managers, supervisors, engineers, sales executives, and other personnel who are required to make presentations and communicate effectively.

Course Details

- Duration: 2 days (14 hrs)
- Time: 9:00am to 5:00pm
- This course is also available for classroom-based learning. Contact us for more information.

Virtual Classroom

In-Company Training

C-EBWS-03

Effective Business Writing Skills (Online Learning) (14 hrs)

The ability to write effectively, accurately and with dynamism can be learnt and honed with practice and training. This course is specially designed to develop participants' skills in writing business letters and reports to help them clinch important deals, secure potential clients and communicate effectively within the organisation.

Key Benefits

- Write effective memos, letters and reports
- Simplify the correspondence process
- Use words more vividly and expressively
- Organise facts and ideas logically and effectively
- Write clearly, concisely, persuasively in a professional manner

Course Contents

- Effective writing and styles
 - The importance of the reader
 - Upward, downward and lateral communication
 - Business writing styles
- The language of business
 - The effective sentence and the power of words
 - Being positive and getting into action
- Writing business letters
 - Letter writing at work
 - Organising the letter
 - Diction / Style / Tone
 - Writing different types of business letters
- Report writing
 - Types and format of reports
 - Organisation of a report into stages
 - Language used in reports
- The components of a report
 - Terms of reference
 - Findings, conclusions and recommendations
 - Illustrating the report

Learning Methodology

- This course will comprise of a mixture of lectures, hands-on exercises and discussion sessions to enhance learning.

Who Should Attend

- This course is suitable for supervisors, non-executive officers and anyone who would like to improve their communication skills through effective writing.

Course Details

- Duration: 2 days (14 hrs)
- Time: 9:00am to 5:00pm
- This course is also available for classroom-based learning. Contact us for more information.

Virtual Classroom

In-Company Training

C-ERSM-04

Effective Replies to Social Media (Online Learning) (7 hrs)

This course is designed specifically for business professionals to master new and specific techniques that will help sharpen their writing skills for social media platforms. The course will help participants produce a higher standard of reply submissions, and to understand that good writing is, and should not be difficult. It is structured such that participants will learn to adopt an appropriate style, tone and format of writing, express their points coherently, and to consistently produce sharp, focused and concise replies. They will also pick up skills to avoid common writing errors and to write convincingly to sell / appease their customers.

Key Benefits

- Plan and organise replies
- Express ideas to suit the audience and purpose
- Use specific tools as guidelines for writing on social media
- Identify and avoid the common errors in writing
- Apply the writing principles on social media platforms
- Reply to customer feedback and complaints
- Use the right tone and style in writing
- Understand business writing essentials and etiquette

Course Contents

- Role of social media and its best practices
 - What is social media?
 - Business success on social media platforms
 - Best practices
- Basic elements in business writing
 - Fundamentals of good business writing – old fashioned language versus modern day business writing
 - Concise writing techniques
 - Approaches to writing – active and passive voice; direct, indirect and persuasive approaches
 - Understanding and using tone effectively when writing on social media platforms
- Customising replies and communication styles
 - Writing to suit different customer profiles
 - Engage target audience with authentic online conversation

- Writing tips and techniques
 - Techniques for responding to enquiries and handling difficult feedback through social media
 - Handling the complaint
 - Useful phrases and terms
 - Sentence construction style and structure
 - Styles and rules using various templates for social media platforms

Learning Methodology

- Participants will learn through lecturing, group discussion / brainstorming, case studies, self-analysis / critique session, learning from a partner, and interactive exercises.

Who Should Attend

- This course is suitable for anyone interested in developing their communication skills on social media and anyone who needs to handle social media for the organisation.

Course Details

- Duration: 1 day (7 hrs)
- Time: 9:00am to 5:00pm
- This course is also available for classroom-based learning. Contact us for more information.

Virtual Classroom

In-Company Training

C-EW0E-05

Essentials of Email Writing and Online Etiquette (Online Learning) (7 hrs)

Electronic mail (Email) is a versatile and powerful communication tool. With the right skills and approach, email users can harness the best of what email has to offer to achieve desired communication goals.

By acquiring good email skills and habits, and practicing proper online communication etiquette, participants can build good relationships with colleagues and business partners, and achieve their work outcomes with effectiveness and efficiency.

Key Benefits

- Understand digital communications and organisational email practices
- Write effective emails to achieve communication goals
- Develop good email practices and habits for effectiveness and efficiency

Course Contents

- Understand the fundamentals of digital communications and emails
- Know email basics – message, audience, purpose
- Writing effective emails – greetings, writing styles, formality, KISS, tone
- Sending emails – subject lines, formatting, proofreading, attachments
- Good email practices and habits

Learning Methodology

- Participants will learn through individual hands-on activities, group discussions and practical examples of digital communication skills and email writing scenarios.

Who Should Attend

- This course is suitable for staff interested in learning digital communication skills, email writing techniques, and workplace communication best practices.

Course Details

- Duration: 1 day (7 hrs)
- Time: 9:00am to 5:00pm
- This course is also available for classroom-based learning. Contact us for more information.

Virtual Classroom

In-Company Training

C-HECT-07

Handling Email Complaints (Online Learning) (7 hrs)

This course is designed specifically for business professionals to master new and specific techniques that will help sharpen their writing skills. The course will help participants produce a higher standard of reply submissions, and to understand that good writing is, and should not be difficult. It is structured such that participants will learn to adopt an appropriate style, tone and format of writing, express their points coherently, and to consistently produce sharp, focused and concise replies. They will also pick up skills to avoid common writing errors and to write convincingly to sell their ideas.

Key Benefits

- Plan and organise their replies
- Express ideas to suit the audience and purpose
- Use specific tools as guidelines for writing
- Identify and avoid the common errors in writing
- Apply the principles in writing business correspondence
- Reply to complaint letters

Course Contents

- Business writing process
 - Old fashioned language versus modern business correspondence
 - Summary vs concise writing essentials
 - Approaches to writing – active and passive voice; direct, indirect and persuasive approaches
 - How to make the tone of writing work – positive, negative and neutral tones
- Application tools
 - How to plan writing – using the 4-point plan in writing for e-mails and letters of complaint and enquiry
 - Reader analysis – customising your replies (complaints) to different / difficult customers
 - Avoiding “reply” templates and using phrases to reply to an aggrieved customer
 - How to compliment customers without over patronising them
 - Common errors made in customer correspondence using samples of existing office replies

Learning Methodology

- Participants will learn through lectures, case studies, self-analysis / critique session, group discussion / brainstorming (Breakout Rooms in Zoom), learning from a partner (Breakout Rooms in Zoom), and virtual engagement (Kahoot, Pigeonhole, and Mentimeter).

Who Should Attend

- This course is suitable for business professionals who want to master new and specific techniques that will help sharpen their writing skills.

Course Details

- Duration: 2 Half Days (3.5 hrs per half day) / 1 Full Day (7 hrs)
 - Time (Half Day Session) : 9:00am to 12:30pm
 - Time (Full Day Session) : 9:00am to 5:00pm
- This course is also available for classroom-based learning. Contact us for more information.

Virtual Classroom

In-Company Training

C-NFST-08

Negotiating for Success (Online Learning) (10.5 hrs)

Negotiation is something that everyone will engage in everyday, whether consciously or otherwise. Defined simply, it is a form of communication to help settle arguments or issues to satisfactory benefits. Yet negotiation is often one of the most neglected life skills that people tend to forget. Today's corporate environment demands the use of negotiation with tact and diplomacy. Whether negotiation is used to close a sales pitch, resolve conflict, achieve persuasion, or simply to improve damaged relationships, it is a skill that will empower personal working life positively.

This course is designed for professionals who want to learn how better they can use negotiation to improve the quality of their work. It will help participants understand the importance of negotiation in their work. It will also harness specific negotiation techniques and apply them effectively in different situations. Participants will also benefit from experiential active learning and understand the characteristics of well-executed negotiations in specific work scenarios.

Key Benefits

- Identify personal negotiation style
- Understand common mistakes made when negotiating
- Deal with different types of negotiations
- Recognise and exploit negotiating opportunities
- Use negotiation tactics and strategies
- Use negotiation as a conflict management tool
- Read non-verbal behaviours when negotiating

Course Contents

- Getting what you want
 - The fundamentals of negotiation
 - Overcoming personal negotiation roadblocks
 - Negotiation Stance Inventory
 - Why negotiate?
 - Preparing to negotiate
 - Understanding needs and perspectives
- The negotiating environment
 - Predict typical negotiating opportunities
 - Distributive and integrative negotiation
 - Sharing and expanding the negotiation pie
 - Understanding risk propensity
 - Assessing the other party
 - Understand negotiation styles

Negotiation Strategies

- Knowing BATNA
- Slicing the pie – distributive negotiation
- Expanding the pie – integrative negotiation for a win-win
- Strategies for a win-win outcome
- Using non-verbal communication strategies

Learning Methodology

- Participants will learn through lectures, case studies, self-analysis / critique session, group discussion / brainstorming (Breakout Rooms in Zoom), learning from a partner (Breakout Rooms in Zoom), and virtual engagement (Kahoot, Pigeonhole, and Mentimeter).

Who Should Attend

- This course is designed for executives, managers, professionals, sales people, real estate agents, customer service representatives, teachers, and executive assistants who want to achieve greater job efficiency without compromising on their existing positions.

Course Details

- Duration: 3 Half Days (3.5 hrs per half day) / 1.5 Full Day (10.5 hrs)
 - Time (Half Day Session) : 9:00am to 12:30pm
 - Time (Full Day Session) : 9:00am to 5:00pm
- This course is also available for classroom-based learning. Contact us for more information.

Virtual Classroom

In-Company Training

C-TPWT-09

Technical Proposal Writing (Online Learning) (7 hrs)

This course will impart the necessary knowledge and skills for technical report writing skills. The course is structured such that participants will learn to look out for an appropriate style, tone and format of writing, express their points coherently, and to consistently produce sharp, focused and concise written work. They will also pick up skills to vet common writing errors and to convincingly share these ideas with their peers. At the same time, participants will be able to understand the characteristics of proposals and ensure that their writing is suitable for the format.

Key Benefits

- Understand the essential of technical writing
- Learn how to write clear, concise, correct and complete work proposals
- Be able to write a variety of technical proposal documentation, such as tenders and bids

Course Contents

- The fundamentals of effective technical proposal writing
 - What is technical writing and a proposal?
 - The fundamentals of good technical writing
 - Useful rules of punctuation, grammar, abbreviation and capitalisation
- Principles of technical communication
 - The approaches to writing – voice, direct and indirect
 - Words and phrases commonly used in technical writing
- Tone in writing
 - Using appropriate words and phrases to improve tone in writing
 - Keeping ideas as a statement of fact instead of personalising them
 - Focusing on the solution instead of the problem
- Review proposal samples
 - Applications of proofreading and vetting techniques
 - Identifying the pros and cons of the proposal
 - Understanding what the characteristics are between proofreading and vetting

- Proposal writing tools and techniques
 - Identifying the proposal writing structure and organisation
 - How to do systematic planning (formal and informal templates) such as 4P's, AIDA, IMPACT in the writing process
 - How to enhance the proposal by using graphic representation such as tables, graphs, pie charts, etc

Learning Methodology

- Participants will learn through lectures, self-analysis, group discussion, brainstorming, learning from a partner, and interactive exercises.

Who Should Attend

- This course is designed specifically for individuals to master new and specific techniques that will help sharpen their writing skills. It will help participants to produce a higher standard of written submissions, and to understand that good writing is, and should not be difficult.

Course Details

- Duration: 2 Half Days (3.5 hrs per half day) / 1 Full Day (7 hrs)
 - Time (Half Day Session) : 9:00am to 12:30pm
 - Time (Full Day Session) : 9:00am to 5:00pm
- This course is also available for classroom-based learning. Contact us for more information.

Virtual Classroom

In-Company Training

C-WINR-06

Winning Replies! (Effective Written Response to Build Customer Loyalty) (Online Learning) (14 hrs)

This course will provide participants with guidelines to write winning letters and emails. Participants will also walk away with templates for responding to compliments and complaints to win over the customers.

Key Benefits

- Adopt a fresh paradigm towards compliments and complaints
- Apply the principles of writing responses that are easily understood
- Reply to compliments and complaints effectively using templates and guidelines given for both letters and emails
- Build customer loyalty
- Create customer advocates

Course Contents

- Compliments and complaints – a paradigm shift
 - Understand the meaning of customer and service
 - Know the positive outcomes from customers' compliments and complaints
 - Adopt a fresh paradigm towards complaints and compliments
- Constructions – building blocks of winning replies
 - Conversational style
 - Relationship building
 - In the moment
 - Short and simple
 - Positive impact
- Contents of winning replies
 - Focus on the results
 - Respond to compliments – acknowledge, affirm, commit, extend
 - Respond to complaints – apologise, empathise, reassure
- Correctness of winning replies
 - Guidelines and templates for letters and emails
 - Etiquette and best practice

Learning Methodology

- Participants will undergo experiential learning through group activities, discussions, presentations, application exercises, and learn-apply-learn through role plays. Participants should be able to apply what they have learnt as soon as they return to work.

Who Should Attend

- This course is suitable for professionals in the field of marketing, sales, public relations, customer service, and administration.

Course Details

- Duration: 2 days (14 hrs)
- Time : 9:00am to 5:00pm
- This course is also available for classroom-based learning. Contact us for more information.

People Development

Human Resources

Service Quality Centre Pte Ltd UEN: 199003051G | PEI Validity Period: 26 March 2022 to 25 March 2024

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Virtual Classroom

In-Company Training

HR-TNAO-04

Training Needs Analysis for Organisations (Online Learning) (7 hrs)

Training Needs Analysis (TNA) is the process that can be used to identify learning and performance gaps in an organisation and consequently the training and development needs of employees across the various levels. A comprehensive TNA can be a useful tool to help increase the capacity of people and enhance the organisation's competitive edge. The ability to conduct a TNA is therefore becoming a critical skill for human resource managers and learning and development professionals. This course will help participants understand and learn how to design and implement Training Needs Analysis (TNA) at their workplaces.

Key Benefits

- Understand the different stages of a TNA
- Learn how to communicate and engage with the different stakeholders
- Be able to scope the TNA appropriately according to stakeholder needs
- Use appropriate data collection methods
- Be able to create the TNA report based on data collected

Course Contents

- Objectives of a TNA
- Scoping the TNA
- Understanding the business, performance, learning and the learner perspectives
- The stages of a TNA process
- Starting a TNA
- Typical data collection methods
- How to analyse TNA data
- Producing the training and non-training recommendations in a TNA report

Learning Methodology

- Participants will learn through individual activities, quizzes, group discussions, experiential role plays simulating the TNA process, and practicing relevant skills and techniques.

Who Should Attend

- This course is suitable for human resource managers, learning and development managers, adult educators (curriculum developers, instructional designers, assessors, facilitators, trainers, and coaches), consultants, and researchers.

Course Details

- Duration: 1 day (7 hrs)
- Time: 9:00am to 5:00pm
- This course is also available for classroom-based learning. Contact us for more information.