CeDR
CORPORATE CONSULTING
198501004328 (136767-V)

COMMUNICATION MASTERY AND EFFECTIVE INFORMATION PRESENTATION

DATE: *26-27 May / 27-28 October 2025*
30-31 March 2026
FEE: *RM 1,150*

DURATION: *2 Days*
HRD CORP SCHEME:
HRD Corp Claimable Course

PROGRAM OVERVIEW

This program specifically focuses on enhancing verbal communication and presentation skills within the context of precision instruments and industrial applications. Participants will learn to effectively communicate technical information, engage stakeholders, and stand out as influential communicators in their roles.

LEARNING OUTCOMES

Upon completion of this program, participants will be able to:

- Articulate complex technical data and concepts in a clear and concise manner.
- Simplify and explain intricate technical information without losing essential details.
- Use analogies and relatable examples to make complex ideas accessible.
- Adapt communication styles to effectively engage both technical and non-technical audiences.
- Recognize the needs and knowledge levels of different audience groups.
- Modify language, tone, and delivery methods to suit diverse stakeholders.
- Deliver impactful verbal presentations using storytelling techniques and visual aids.
- Structure presentations with a clear narrative flow to maintain audience engagement.
- Integrate visuals like charts and graphs to enhance understanding and retention.
- Confidently present data insights to influence decision-making and drive action.
- Highlight key data points that support strategic objectives.
- Use persuasive communication techniques to motivate and inspire action.
- Build a collaborative team environment using real-world case studies.
- Participate in group exercises that simulate actual workplace challenges.
- Facilitate open discussions that encourage diverse perspectives and ideas.
- Experiment using user-friendly AI tools in AI-powered brainstorming sessions.

METHODOLOGY

This is an experiential-based interactive course. Experiment, Discover and Learn. Participants will contribute proactively to accelerating their own learning through strategically planned activities and the sharing of the subject content through:

- Short Lectures & **Interactive Role-plays: Conversation Analytic** and **Forum Play Methods**
- Individual Reflections for Deeper Learning and Focused Action
- Group Activities and Peer Feedback for enhancing Collaborative Learning in a *'Community of Inquiry'.*
- Facilitation for Group Dynamics
- Analytical Discussions for deepening Critical & Innovative Thinking
- Audio Video Presentations for Visual & Kinesthetic Learners
- Virtual Platforms: MIM-LMS, Google Classroom and Zoom

WHO SHOULD ATTEND

- First Level Manager
- Executive/Supervisory

FACILITATOR

May Ann Chew

She has a unique mix of corporate and training experience having worked in finance, marketing and advertising for over 20 years. She started her career with Dentsu, Young & Rubicam; an international advertising agency as an account executive and two years later, was promoted to account manager. She managed corporate accounts such as Shell Malaysia, UMW Toyota and Sogo Department Store. After mastering how advertising campaigns are conceptualized and implemented, she sought to broaden her scope to product research, brand development and marketing.

PROGRAM CONTENT

Module 1
Welcome and Program Introduction

- Overview of objectives.
- Importance of effective communication in business context.

Module 2
Effective Communication Fundamentals

- Understanding communication styles in technical environments.
- Overcoming barriers specific to scientific and industrial settings.
- Active listening and clear verbal messaging techniques.

Module 3
Translating Complex Data into Clear Messages

- Strategies for summarizing technical data verbally.
- Tailoring complex information for diverse audiences (e.g., clients, stakeholders, non-technical teams).
- Best practices for explaining intricate processes and instruments.

Module 4
Visual Aids in Presentations

- Creating impactful visuals for technical data.
- Utilizing tools relevant to precision instruments (e.g., graphs, models).
- Building narratives around the organisation's products and services.

Module 5
Interactive Session: Presenting Technical Information

- Group exercises on conveying product features and data insights.
- Role-playing presentations to clients and internal teams.
- Peer feedback focused on clarity and engagement.

Module 6
Enhancing Presentation Delivery

- Techniques for confident speaking in technical demonstrations.
- Effective use of body language and voice modulation.
- Storytelling methods tailored to precision instruments and data.

Module 7
Persuasion and Influence in Technical Sales

- Strategies for persuasive communication with clients and stakeholders.
- Addressing customer needs with solutions.
- Building trust and demonstrating expertise.

Module 8
Managing Q&A and Technical Discussions

- Techniques for handling detailed questions.
- Clarifying complex concepts on the spot.
- Maintaining professionalism under challenging inquiries.

Action Plan Development

- Setting personal communication goals within the context.
- Identifying opportunities to apply new skills in current projects.
- Creating a roadmap for continued development.

Program Conclusion

- Final thoughts and key takeaways.
- Feedback collection.
- Next steps and resources for ongoing improvement.

Final Summary and Evaluation

PROGRAM SCHEDULE

Day 1

9:00am	- 10:30am	:	Module 1 & 2
10:30am	- 10:45am	:	Coffee Break
10:45am	- 1:00pm	:	Module 2
1:00pm	- 2:00pm	:	Lunch
2:00pm	- 3:30pm	:	Module 3 & 4
3:30pm	- 3:45pm	:	Coffee Break
3:45pm	- 5:30pm	:	Module 5
			End of the day

Day 2

9:00am	- 10:30am	:	Module 5 *(Continue)*
10:30am	- 10:45am	:	Coffee Break
10:45am	- 1:00pm	:	Module 6
1:00pm	- 2:00pm	:	Lunch
2:00pm	- 3:30pm	:	Module 7
3:30pm	- 3:45pm	:	Coffee Break
3:45pm	- 5:30pm	:	Module Action Plan and Conclusion
			End of the day