

# Training Catalogue

The French Chamber of Commerce in Singapore

**2011**

**FCCS**  
French Chamber of Commerce in Singapore

**The French Chamber of Commerce in Singapore**

541 Orchard Road  
#09-01 Liat Towers  
Singapore 238881

**Tel:** 6735 5523 ext 223

**Fax:** 6735 5394

[www.fccsingapore.com](http://www.fccsingapore.com)

[admin@fccsingapore.com](mailto:admin@fccsingapore.com)

# Table of Contents

Training Schedule..... 2

## Personal Development

**Presentation & Communication**

- Effective Communication and Presentation Skills..... 5
- Presentation to High-Level Audiences: Method and Advanced-Skills..... 8

**Career Development**

- Getting the Best from your Career..... 6

**Cross-cultural**

- Effective Intercultural Communication and Conflict Resolution..... 7
- Managing Cultural Diversity in APAC..... 9

**Personality Assessment**

- MBTI (Myers Briggs Type Indicator) Step 2..... 10

## Management

**Leadership**

- Highly Effective Management Practices..... 12
- New Manager Programme..... 14

**Improving Performance**

- Motivating your Staff in a Time of Change..... 13
- Effective Feedback and Best Practices for Appraisal & Performance Reviews..... 15

## Professional Skills

**Corporate Social Responsibility (CSR)**

- CSR and Sustainable Development - Getting Started?..... 17
- CSR and Sustainable Development - Gearing Up..... 22

**Customer Service**

- Customer Experience..... 18

**Supply Chain Management**

- Forecast: How to Improve Their Accuracy..... 20
- Introduction to Supply Chain Management Fundamentals..... 23

**Marketing/Branding**

- Consumer Engagement Through Social Media..... 19
- Marketing and Advertising Strategies in Asia..... 21
- Digital Marketing and Consumer Relationship Management..... 24

Training Providers..... 25

Registration Form..... 32

# Training Schedule 2011

January	Wed 5	Effective Communication and presentation Skills <i>Trainer: Mr Jean-François Cousin, 1-2-Win Executive Coaching</i>	p. 5
	Mon 31	Getting the Best from Your Career <i>Trainer: Mrs Bénédicte Dabin &amp; Mr Philippe Gérard, Talea Coaching</i>	p. 6
February	Wed 16	Highly Effective Management Practices for You & Your Subordinates to Deliver Beyond Expectations <i>Trainer: Mr Jean-François Cousin, 1-2-Win Executive Coaching</i>	p. 12
March	Wed 9	CSR and Sustainable Development - Getting Started? <i>Trainer: Mrs Joëlle Brohier, Anakout</i>	p. 17
	Thu 17	Customer Experience <i>Trainer: L&amp;P Management Consultancy</i>	p. 18
	Wed 23	Consumer Engagement Through Social Media <i>Trainer: Mr Gregory Birge, F5 Digital Consulting</i>	p. 19
	Mon 31	Effective Intercultural Communication & Conflict Resolution <i>Trainer: Mrs Catherine Claudepierre, Cross-Culture Link</i>	p. 7
April	Wed 6	Forecast: How to Improve Their Accuracy <i>Trainer: iCognitive</i>	p. 20
	Thu 14	Motivating Your Staff in a Time of Change and Making Them Agents of Change <i>Trainer: Mrs Bénédicte Dabin &amp; Mr Philippe Gérard, Talea Coaching</i>	p. 13
May	Thu 5 & Fri 6	New Manager Programme <i>Trainer: Mr Lloyd Williams, Grenoble Graduate School of Business</i>	p. 14
	Wed 11	Marketing and Advertising Strategies in Asia <i>Trainer: Mr Christophe Le Yoanc, S2M</i>	p. 21

# Training Schedule 2011

June	Thu 9	CSR & Sustainable Development - Gearing Up <i>Trainer: Mrs Joëlle Brohier, Anakout</i>	p. 22
	Thu 16	Presentation to High-level Audiences - Method and Advanced Skills <i>Trainer: Mr Jean-François Cousin, 1-2-Win Executive Coaching</i>	p. 8
September	Thu 29	Managing Cultural Diversity in APAC <i>Trainer: Mrs Catherine Claudepierre, Cross-Culture Link</i>	p. 9
October	Wed 12	Introduction to Supply Chain Management Fundamentals <i>Trainer: iCognitive</i>	p. 23
	Fri 21	MBTI (Myers Briggs Type Indicator) Step 2 <i>Trainer: Mrs Catherine Claudepierre, Cross-Culture Link</i>	p. 10
	Mon 31	Getting the Best from Your Career <i>Trainer: Mrs Bénédicte Dabin &amp; Mr Philippe Gérard, Talea Coaching</i>	p. 6
November	Thu 10	Effective Feedback and Best Practices for Appraisals & Performance Reviews <i>Trainer: Mr Jean-François Cousin, 1-2-Win Executive Coaching</i>	p. 15
December	Wed 7	Digital Marketing and CRM <i>Trainer: Mr Gregory Birge, F5 Digital Consulting</i>	p. 24

No session in July/August.

 Personal Development

 Management

 Professional Skills

# Personal Development

# Effective Communication & Presentation Skills

**Key Objectives and Takeaways:**  
 Learn how to communicate and present to get buy-in from your audience right-away, and gain greater influence.

**Training Content:**

- Importance of communicating effectively for a manager, pitfalls and risks.
- Participants' initial assessment: strengths and areas for development.
- Gain awareness of your non-verbal communication.
- Do's and don'ts of communication by email.
- Features of a highly convincing presentation.
- Key success-factors for a presenter.
- Practice logic, clear and concise communication.
- Critical steps to prepare a presentation.
- A simple process from ideas to the structure of a presentation.
- From structure to a convincing, simple & logic slide-show.
- 10 practical tips to design impactful slides.
- How to handle a difficult audience.
- 10 tips for successful public speaking.

The workshop leverages movies' excerpts, role-play, practice and group exercises. Participants design their improvement-plan and receive a copy of the slide-show, handouts and a key-learning manual with lots of tips.

**Who should participate?**

- Managers who wish to develop further their communication and presentation skills.
- HR Executives.

**Date:**  
 Wednesday 5 January 2011

**Time:**  
 08:30am-12:30pm

**Duration:**  
 4 hours + preparation  
*(participants fill-in self-assessment questionnaires prior to the workshop)*

**Venue:**  
 FCCS Meeting Room  
 541 Orchard Road  
 #09-01 Liat Towers

**Price:**  
 214 S\$ (Members)  
 268 S\$ (Non-Members)

**Number of participants:**  
 6 to 15

**Trainer:**  
 Mr Jean-François Cousin  
*Managing Director*  
 1-2-WIN EXECUTIVE COACHING



## Getting the Best from your Career

**Dates:**

Monday 31 January 2011  
Monday 31 October 2011

**Time:**

08:30am-12:30pm

**Duration:**

4 hours

**Venue:**

FCCS Meeting Room  
541 Orchard Road  
#09-01 Liat Towers

**Price:**

107 S\$ (Members)  
130 S\$ (Non-Members)

**Number of participants:**

6 to 10

**Trainer:**

- Mrs Bénédicte Gérard Dabin  
*Career Coach, M.A. Psychology,  
M.A. Philosophy*  
- Mr Philippe Gérard  
*Management Consultant, M.A.  
Law, M.A. Economics*  
TALEA COACHING

**Key Objectives and Takeaways:**

One of the goals is to help you get a better understanding of the world in which your CV must compete. Another goal is to establish you as a candidate who will fit into an organisation's culture and future plans. A CV is not a simple recitation of what you have done; a CV is your personal marketing tool; it is a living document.

**Training Content:**

Learn:

- To define your target job.
- To write your own story with its ups and downs.
- To observe your professional behaviour.
- The unwritten rules of the process.
- To have a feel for the organisation (values, success factors, people).

Making it happen:

- Put it all together: the '*core competency profile*'.
- Handle inappropriate / tricky questions.
- How to handle the interview: Playing it safe? Being enthusiastic? Telling the truth?

This course is highly interactive. We will provide you with:

- a step-by-step approach to examining your life and work experiences and your marketable skills.
- an action-list to prepare mentally and emotionally for the process.

**Who should participate?**

Job-hunters, career-changers, everyone who wants to improve his/her job-seeking skills and job development strategies.



# Effective Intercultural Communication and Conflict Resolution

## Key Objectives and Takeaways:

- To raise participants' self awareness on their own communication style and preferred conflict mode, and reflect on their personal strengths and challenges.
- To understand other cultures' preferred communication styles and conflict modes and value diversity.
- To learn how to style flex and leverage on cultural differences while communicating to enhance effectiveness.
- To adapt their conflict approach to the situation and resolve conflict constructively in a culturally appropriate manner.
- To provide tools and insight to prepare a personal action plan to further develop their cross cultural communication and conflict resolution skills.

## Training Content:

### Section 1: Effective Communication Across Cultures

The following topics will be covered with special emphasis on cultural differences and self awareness: Obstacles to effective communication; Key skills for effective communication (listening, questioning, EQ and trust building); Verbal and non verbal communication (Gestures, facial expressions, spatial zones, postures, dress code...); Communication styles and key cultural dimensions of communication; Self awareness on communication styles and cultural dimensions. We will use specific countries comparisons and cross-cultural dialogues.

### Section 2: Conflict Resolution Across Cultures

Key topics covered: Definition of conflict; Impact of your communication and cultural preferences in conflict resolution; Conflict cycle and levels of conflict; Conflict styles (Thomas Kilmann); Self awareness; Matching the right style to the situation; Cultural influences. We will use countries comparison and case studies.

At the end of the workshop, participants will reflect on their action plan for self development and skills building.

## Who should participate?

- Western managers working in the APAC region and Asian managers working with Westerners.
- Managers & team leaders from various organisation's functions.
- Multicultural team members and team leaders.
- Individuals willing to develop their self awareness for professional and personal competencies development.

## Date:

Thursday 31 March 2011

## Time:

08:30am-12:30pm

## Duration:

4 hours

## Venue:

FCCS Meeting Room  
541 Orchard Road  
#09-01 Liat Towers

## Price:

214 S\$ (Members)  
268 S\$ (Non-Members)

## Number of participants:

6 to 15

## Trainer:

Mrs Catherine Claudepierre  
*Managing Director*  
CROSS-CULTURE LINK



## Presentation to High-level Audiences: Method and Advanced-Skills

**Date:**

Thursday 16 June 2011

**Time:**

08:30am-12:30pm

**Duration:**

4 hours + preparation  
*(participants fill-in self-assessment questionnaires prior to the workshop)*

**Venue:**

FCCS Meeting Room  
541 Orchard Road  
#09-01 Liat Towers

**Price:**

214 S\$ (Members)  
268 S\$ (Non-Members)

**Number of participants:**

6 to 15

**Trainer:**

Mr Jean-François Cousin  
*Managing Director*  
1-2-WIN EXECUTIVE COACHING

**Key Objectives and Takeaways:**

Learn how to present to a demanding, high-level audience, get immediate *buy-in* and greater credibility.

**Training Content:**

- Expectations from high-level audiences.
- What a CEO likes and dislikes in a presentation.
- Participants' initial assessment: strengths and areas for development.
- *"What's in it for you?", "What's in it for them?"*
- Features of highly convincing presentations.
- Critical steps to prepare a presentation, before turning on a computer.
- A simple process from ideas to story-boarding to the structure of a presentation.
- From structure to a convincing, simple, logic, visually-impactful and... short slide-show.
- Practice on a real-case: organise ideas, write story-board, structure slides.
- Do's and don'ts with PowerPoint. 10 practical tips to design high-impact slides.
- How to start and catch the audience's attention; how to keep it every second; how to impress the message you want in their memories.
- How to handle a difficult audience (interruptions, aggressive questions, irrelevant questions, etc...).
- What to do if your presentation time is cut-down to 2 minutes?
- 10 tips for successful public speaking.

The workshop leverages movies-excerpts, practice and group exercises. Participants design their improvement-plan and receive a copy of the slide-show, handouts and a key-learning manual with lots of tips.



**Who should participate?**

- Senior managers who have to present to high-level executives.
- HR Executives.

# Managing Cultural Diversity in APAC

## Key Objectives and Takeaways:

The world is going global but communicating and managing efficiently across cultures still remains a challenge. Knowing the cultural orientations of your business partners and team members is essential to your success in Singapore and the APAC region. The key objectives of this workshop are:

- To allow you to gain insight into the shaping of the APAC values and their influence on current social and business behavioural norms.
- To acquire frameworks to learn how to anticipate, analyse, and reconcile cultural differences.
- To increase your self-awareness on your strengths and potential challenges while living and working in the region.
- To expand your global skills and develop competencies to enhance your personal and business effectiveness in a cross-cultural environment.

## Training Content:

We will start by building your cultural foundation:

- Definition of culture and the iceberg concept.
- Stages of your intercultural competency development and how to move through the stages.
- Introduction to the key values in the APAC region & country examples.
- Self awareness: debrief on gaps & similarities (values/behaviours).

In the second part of the workshop, we will focus on developing your competencies to effectively manage cross-cultural diversity and communicate in the APAC region:

- The 7 Dimensions of culture framework and its impact on managing, communicating and doing business in the region.
- Your personal profile on the 7D.
- Application on 2 specific country profiles.
- Expanding your global skills: Introduction to effective cross-cultural communication.

## Who should participate?

- Western corporate executives and managers doing business in the APAC region or relocating in this region.
- Multi-cultural team managers.
- HR managers.
- Global Managers willing to develop their self awareness for professional and personal competencies development.

## Date:

Thursday 29 September 2011

## Time:

08:30am-12:30pm

## Duration:

4 hours

## Venue:

FCCS Meeting Room  
541 Orchard Road  
#09-01 Liat Towers

## Price:

214 S\$ (Members)  
268 S\$ (Non-Members)

## Number of participants:

6 to 15

## Trainer:

Mrs Catherine Claudepierre  
*Managing Director*  
CROSS-CULTURE LINK



## MBTI (Myers Briggs Type Indicator) Step 2

**Date:**

Friday 21 October 2011

**Time:**

08:30am-12:30pm

**Duration:**

4 hours + preparation  
*(participants fill-in self-assessment questionnaires prior to the workshop)*

**Venue:**

FCCS Meeting Room  
541 Orchard Road  
#09-01 Liat Towers

**Price:**

314 S\$ (Members)  
368 S\$ (Non-Members)

**Number of participants:**

6 to 15

**Trainer:**

Mrs Catherine Claudepierre  
*Managing Director*  
CROSS-CULTURE LINK

**Benefits and uses of MBTI Step 2 for individuals and organisations:**

- Self awareness: assessment of strengths and areas for improvement based on personal preferences identification.
- Career and leadership development.
- Effective communication with others.
- Teambuilding.
- Organisational development.

**Training Content:**

The MBTI tool is the most widely used personality instrument in the world. It is used by individuals to increase their self awareness as well as by major companies to establish positive team dynamics, increase leadership effectiveness and work performance.

Cross-Culture Link's Managing Director, Catherine Claudepierre is MBTI step 1 and 2 accredited and will debrief during the session your individual personality profile to increase your self awareness for personal and professional development.

The Expanded Interpretative Report (step 2) will also provide individual feedback on your communication style, problem solving and conflict resolution preferences, decision making style, change management approach and how to enhance effectiveness in those areas.



**Who should participate?**

- Managers and leaders.
- Team members, intact teams.
- HR managers.
- Job seekers.
- Teachers, trainers.

# Management

# Highly Effective Management Practices - For You & Your Subordinates To Deliver Beyond Expectations

**Date:**

Wednesday 16 February 2011

**Time:**

08:30am-6pm

**Duration:**

1 day + preparation  
*(participants fill-in self-assessment questionnaires prior to the workshop)*

**Venue:**

FCCS Meeting Room  
541 Orchard Road  
#09-01 Liat Towers

**Price:**

580 S\$ (Members)  
700 S\$ (Non Members)  
*Lunch included*

**Number of participants:**

6 to 15

**Trainer:**

Mr Jean-François Cousin  
*Managing Director*  
1-2-WIN EXECUTIVE COACHING

**Key Objectives and Takeaways:**

Learn how to become fully effective in your role; Manage your priorities, meetings and delegation effectively; Support your subordinates to deliver beyond expectations; Save time for what really matters and strike a healthy work-life balance.

**Training Content:**

- Self-diagnosis on time & priorities management.
- A simple tool to establish priorities.
- Worst 'time-killers' and 'priorities derailers'. How to neutralise them.
- 10 best practices for priorities and time management.
- Setting S.M.A.R.T.E.R. goals.
- Effective delegation: short-term and long-term benefits.
- Identify what to delegate, and plan how to & when; 10 best practices.
- How meetings can boost a team's effectiveness and
  - enable best decisions to be taken and implemented quickly;
  - motivate team and develop participants' competencies and skills;
  - enhance the manager's credibility and ascertain his/her influence.
- Factors undermining meetings' effectiveness.
- 10 best practices in meetings' management.
- How to develop your subordinates effectively: people development matrix.
- How to motivate them to deliver beyond expectations.
- Plan the next 3 months and monitor your progress.

This workshop leverages stories, case-studies, individual and group exercises. Participants design their improvement plan and receive a copy of the slide-show, handouts and a key-learning manual with lots of tips.

**Who should participate?**

- Managers who wish to become more effective, save time for what really matters and strike a healthy work-life balance.
- HR Executives.



# Motivating Your Staff in a Time of Change and Making Them Agents of Change

## Key Objectives and Takeaways:

The objective of the seminar is to provide managers with a change management framework that will help them and their team to perform better in change situations (Part II). Before getting his/her team to buy in and to implement change effectively, the manager/leader should be clear about his/her own attitude about change (Part I).

## Training Content:

**Morning:** A step-by-step approach will help you to invest in yourself, make change a defining moment and lead by example:

- Begin with yourself:
  - Learn how to dialogue better with yourself.
  - Understand your change motivation and decide what you want for yourself.
- Evaluate the playing field:
  - Identify issues on which you can have an effective impact.
  - Distinguish emotions/feelings from thoughts.
  - Be clear about the role of emotions in your decisions.
- Develop a growth mindset vs. a fixed mindset:
  - Detect your own barriers to change.
  - Understand the power of progress.
- Reinforce your decisiveness: *Less maybes, more let's go.*

**Afternoon:** A hands-on change management framework will help you to effectively lead and manage your team through better change.

- Provide sense of urgency and significance by building a strong case for change.
- Detect the team's resistances to change & turn them into resources.
- Communication (key messages, target audience, the 5 Cs).
- Prepare for future change.

The course is highly interactive with its range of study cases and group exercises. It will provide you with a step-by-step approach to lead a team through change initiatives.

## Who should participate?

Managers with responsibilities for managing, motivating, and developing staff when organisational structures and processes are undergoing continual changes.

## Date:

Thursday 14 April 2011

## Time:

08:30am-6pm

## Duration:

1 day

## Venue:

FCCS Meeting Room  
541 Orchard Road  
#09-01 Liat Towers

## Price:

580 S\$ (Members)  
700 S\$ (Non Members)  
*Lunch included*

## Number of participants:

6 to 15

## Trainer:

- Mrs Bénédicte Gérard Dabin  
*Career Coach, M.A. Psychology,  
M.A. Philosophy*  
- Mr Philippe Gérard  
*Management Consultant, M.A.  
Law, M.A. Economics*  
TALEA COACHING



# New Manager Programme

**Date:**  
Thursday 5 & Friday 6 May 2011

**Time:**  
08:30am-6pm

**Duration:**  
2 days

**Venue:**  
FCCS Meeting Room  
541 Orchard Road  
#09-01 Liat Towers

**Price:**  
1,160 S\$ (Members)  
1,400 S\$ (Non Members)  
*Lunch included*

**Number of participants:**  
10 to 20

**Trainer:**  
Mr Lloyd Williams  
*Professor*  
GRENOBLE GRADUATE SCHOOL  
OF BUSINESS

## Key Objectives and Takeaways:

- Understand and feel comfortable in your new position, and anticipate the adjustments needed in your relations with colleagues.
- Acquire a number of immediately applicable tools that will help you in making the right decisions.

## Training Content:

### Day one: New Manager... New Role and New Behaviours

Understand your new role as a manager and adjust your behaviours:

- What is expected from you as a manager: Relaying corporate strategy and decisions; Managing the impact on your team.
- Adjust your behaviour to fit in this new role; Relationships with your colleagues; What are the common mistakes to avoid when you are newly appointed in a management position.
- Leading and accompanying change.

### Day two: the Manager's Toolbox

During this session, participants will review the main processes and the essential tools involved in managing a team:

- Planning and organising tasks: delegation and control, measure of performance, feedback and reward.
- Building a winning team: motivating and inspiring, giving feedback about performance, recruiting and promoting.
- Communication: making a message clear, analysing different ways managers communicate, managing conflict.

## Who should participate?

This programme is designed for all newly appointed managers with little or no prior experience of team management. Managers about to be appointed as well as managers who have never benefited from similar training are also welcome to participate.



# Effective Feedback and Best Practices for Appraisals & Performance Reviews

## Key Objectives and Takeaways:

How to provide constructive feedback that motivates even under-performers to improve themselves. How to conduct appraisals & performance reviews that really trigger improvement.

## Training Content:

Learn:

- Benefits of providing direct feedback vs. indirect feedback or avoiding an issue with a colleague.
- Participants' initial assessment: strengths and areas for development.
- From what is said to what is heard.
- Gain awareness of your non-verbal communication.
- Necessity of clear, concise and logic message.
- Importance of "facilitative listening".
- What makes a feedback effective / ineffective.
- Key success-factors of face-to-face meetings.
- How to say the truth about a behavioural issue to someone... without having him/her lose face.
- "Sandwich" and "60 seconds" feedback-techniques.
- Practice on real-cases.
- Do's and don'ts of effective feedback.
- Challenging cases (feedback to under-performers, highly emotional people, etc.).
- Tools to prepare, conduct and conclude successfully appraisals / performance reviews as a manager.

The workshop leverages movies' excerpts, role-play, practice and group exercises. Participants design their improvement-plan and receive a copy of the slideshow, handouts and a key-learning manual with lots of tips.

## Who should participate?

- Managers who wish to deliver very constructive feedback and conduct effective appraisals / performance reviews.
- HR Executives.

## Dates:

Thursday 10 November 2011

## Time:

08:30am-12:30pm

## Duration:

4 hours + preparation  
*(participants fill-in self-assessment questionnaires prior to the workshop)*

## Venue:

FCCS Meeting Room  
541 Orchard Road  
#09-01 Liat Towers

## Price:

214 S\$ (Members)  
268 S\$ (Non-Members)

## Number of participants:

6 to 15

## Trainer:

Mr Jean-François Cousin  
*Managing Director*  
1-2-WIN EXECUTIVE COACHING



# Professional Skills

# CSR and Sustainable Development Getting Started?

## Key Objectives and Takeaways:

This introductory training aims at providing you with the necessary knowledge and tools for starting a CSR/Sustainable Development programme in your organisation or in a specific department of your organisation (Procurement, HR, Production, Communications...)

## Training Content:

The training will:

- Give an understanding of the main CSR/Sustainable Development concepts and standards; and of the Southeast Asian CSR context.
- Focus on practical skills and methodology for designing a CSR Policy and implementing CSR Programmes.
- Give insights for the business case for CSR/Sustainable Development and potential impacts for your organisation.
- Point out the opportunity of engaging both employees and management in CSR/Sustainable Development.
- Provide a list of useful organisations.
- Include practical exercises, examples and a mini case study.
- Share with trainer and other delegates.

## Who should participate?

- CSR practitioners.
- Managers from any department who manage CSR/Sustainable Development activities/programmes as part of their tasks (Procurement, HR, Production, Communications, Public Affairs).
- Professionals/Individuals with an interest in CSR/Sustainable Development.

## Date:

Wednesday 9 March 2011

## Time:

08:30am-12:30pm

## Duration:

4 hours

## Venue:

FCCS Meeting Room  
541 Orchard Road  
#09-01 Liat Towers

## Price:

214 S\$ (Members)  
268 S\$ (Non-Members)

## Number of participants:

6 to 15

## Trainer:

Mrs Joëlle Brohier  
*Director*  
ANAKOUT

**ANAKOUT**  
CSR consultancy

# Customer Experience

**Date:**  
Thursday 17 March 2011

**Time:**  
08:30am-6pm

**Duration:**  
1 day

**Venue:**  
FCCS Meeting Room  
541 Orchard Road  
#09-01 Liat Towers

**Price:**  
580 S\$ (Members)  
700 S\$ (Non-Members)

**Number of participants:**  
6 to 15

**Trainer:**  
Mr Amine Delage  
Managing Director  
L&P MANAGEMENT CONSULTANCY

## Key Objectives and Takeaways:

Understanding the impact of good customer service to your organisation increases customer loyalty. Learn to implement a guideline for your organisation in improving and delivering the best in quality service.

*"80% of companies believe they deliver a superior customer experience, but only 8% of their customers agree"* - From Harvard Management Update.

## Objectives of this session:

- Implementing a framework towards improved customer experience.
- Increase satisfaction level of your customer and secure his loyalty:
  - Understand the customer orientation approach.
  - Enhance the customer service level.
  - Respect the promise towards the customer.
- Provide the best quality of service to the customer and prepare the team accordingly.

## Training Outline:

- Customer orientation and its impacts.
- Service framework:
  - Quality of service principles.
  - Quality of service: a strategy vs tool?
  - Service values and dimensions.
  - Customer segmentation.
  - Service offer.
  - The promise.
  - Customer path.
- Implementation process.

**Methodology:** Ice breaker game / Case studies based on actual illustrations / Sharing Experience and Best practices.

**Benefits of attending this course:** Delivering quality service and gaining a better understanding of the customer profile.

## Who should participate?

Unit Manager; Quality Manager; Department Manager.  
This programme is suitable for hospitality, retail and any service related industry.



# Consumer Engagement Through Social Media

## Key Objectives and Takeaways:

Most companies now have online presence, either in the form of a corporate website, Facebook page or email broadcast. The objective is the same: to reach customers. However, companies often do not have sufficient knowledge or the right internal resources to be fully aware of the new Consumer Engagement rules and the array of solutions available in the market.

This workshop will address the recent evolution of consumer behaviours and needs, review the different innovative tools in place to achieve business objectives and describe how best you can maximise their use.

After the workshop, participants will be able to:

- Understand the new Consumer Engagement rules.
- Have a better understanding on how to drive marketing with innovations for their own company.
- Understand when and how to use online or innovation marketing.
- Have an action plan for the next three months with measurable actions.
- Have a contact point for follow-up questions.

## Training Content:

- How did the consumer evolve?
- Why do we have to do marketing and communication differently?
- Digital marketing, what does it mean?
- Marketing planning process with online integration.
- Understanding the ecosystem of offline and online channels, i.e. website and micro-site with social campaigns and offline implementations.
- Examples of successful campaigns.
- Introduction to channels metrics (website traffic, Facebook statistics, Google analytics, search campaigns, road shows traffic, etc.).

## Who should participate?

VPs, Directors, Heads, Senior Managers & Professionals in charge of Marketing, Marketing Communications, Online Media, Advertising & Promotions, Brand Management, Media Planning as well as SME business owners.

## Date:

Wednesday 23 March 2011

## Time:

08:30am-12:30pm

## Duration:

4 hours

## Venue:

FCCS Meeting Room  
541 Orchard Road  
#09-01 Liat Towers

## Price:

214 S\$ (Members)  
268 S\$ (Non-Members)

## Number of participants:

8 to 10

## Trainer:

Mr Gregory Birge  
*Founder & CEO*  
F5 DIGITAL CONSULTING



DIGITAL CONSULTING

# Forecast: How to Improve Their Accuracy

**Date:**  
Wednesday 6 April 2011

**Time:**  
08:30am-12:30pm

**Duration:**  
4 hours

**Venue:**  
FCCS Meeting Room  
541 Orchard Road  
#09-01 Liat Towers

**Price:**  
455 S\$ (Members)  
550 S\$ (Non-Members)

**Number of participants:**  
6 to 15

**Trainer:**  
iCOGNITIVE

## Key Objectives and Takeaways:

This hands-on training provides a very practical first approach to forecasting methodology, terminology, concepts and applications.

Trough step-by-step exercises based on real-life sales, participants learn to identify data components, use algorithms and build a forecast.

*This training requires basic Windows Excel knowledge. Accessible to everyone: no advanced mathematical knowledge is required.*

## Training Content:

This workshop is designed to help non-forecasters to analyse and challenge the numbers of their market demand.

- Statistical / market intelligence approach.
- Trend, seasonality, forecast by Excel Simple Exponential Smoothing.
- Aggregation: forecast at SKU Forecast at family level.
- What's in the forecasting tools, how much to trust them, how to check them.
- Complete case study.

## Who should participate?

- Operations directors/managers.
- Sales & Marketing directors/managers.
- Finance directors/managers.
- Purchasing directors/managers.
- Demand & Supply managers.
- Sourcing & Procurement managers.
- Production managers.
- Distribution and Logistic managers.



# Marketing and Advertising Strategies in Asia

## Key Objectives and Takeaways:

This session builds a robust foundation in marketing by teaching participants how to take ownership of a marketing plan in a structured and holistic way. It also introduces the key tenets of working effectively with advertising agencies to develop compelling consumer communication in Asia-Pacific, and is illustrated by numerous case studies. In addition, this session offers fresh perspectives on building brands beyond advertising, and provides a set of key metrics that participants can implement to better define and understand marketing success in their markets. This session fosters group discussions and is conducted in a highly interactive fashion.

## Training Content:

- Components of marketing & brand plans (local/regional).
- Adopting a common brand-planning process in Asia: Rationale, issues, success factors.
- Gaining consumer insight & understanding consumers.
- Assessing benefit types.
- Managing brand equity, brand identity & brand positioning.
- Presenting marketing and brand plans to stakeholders.
- Spanning marketing silos in the Asia-Pacific region.
- Reviewing and appointing advertising agencies.
- Evaluating creative strategies vs. marketing plans – case studies.
- Reviewing some of the most creative advertising campaigns in Singapore – case studies.
- Building brands beyond advertising in the Asian context.
- Setting up goals & measurements, tracking marketing ROI.

## Who should participate?

Marketing directors, managers and executives who need to strengthen the marketing function of their companies in Asia. This session is also suitable for Business entrepreneurs, Sales professionals, Business agents and Distributors who need to deepen their competencies in the marketing field to design and execute more impactful marketing campaigns on the ground. The content of this session applies to all business models (B2C / B2B) and industry sectors.

## Date:

Wednesday 11 May 2011

## Time:

08:30am-12:30pm

## Duration:

4 hours

## Venue:

FCCS Meeting Room  
541 Orchard Road  
#09-01 Liat Towers

## Price:

214 S\$ (Members)  
268 S\$ (Non-Members)

## Number of participants:

6 to 15

## Trainer:

Mr Christophe Le Yoanc  
*Managing Director*  
S2M



The logo for S2M, featuring the letters 'S', '2', and 'M' in a stylized, bold font. The 'S' is green, the '2' is blue, and the 'M' is dark blue.

## CSR & Sustainable Development – Gearing Up

**Date:**  
Wednesday 9 June 2011

**Time:**  
08:30am-12:30pm

**Duration:**  
4 hours

**Venue:**  
FCCS Meeting Room  
541 Orchard Road  
#09-01 Liat Towers

**Price:**  
214 S\$ (Members)  
268 S\$ (Non-Members)

**Number of participants:**  
6 to 15

**Trainer:**  
Mrs Joëlle Brohier  
*Director*  
ANAKOUT

### Key Objectives and Takeaways:

This course builds on the introductory “Getting Started” and raises the bar in providing participants with deeper knowledge and skills for implementing CSR in their organisation or department. Most specifically, it will focus on some key areas for CSR: Environmental Management, Stakeholder Engagement, and Reporting and Communicating.

### Training Content:

The training will:

- Present the concepts, standards and tools for environmental management, stakeholder engagement, and reporting and communicating.
- Give insights and focus on practical tools for designing and implementing related programmes.
- Provide a list of useful organisations.
- Reflect on practical exercises and examples, best practices and a mini case study.
- Share with trainer and other delegates.

### Who should participate?

- Delegates from the first training, and people who have already had exposure to CSR/Sustainable Development.
- CSR/Sustainable Development practitioners.
- Managers from any department who manage CSR/Sustainable Development activities/programmes as part of their tasks (Procurement, HR, Production, Communications, Public Affairs).
- Individuals with an interest in CSR.

**ANAKOUT**  
CSR consultancy

# Introduction to Supply Chain Management Fundamentals

## Key Objectives and Takeaways:

This introduction workshop will give you a clear insight on the following topics:

- What is Supply Chain?
- Supply Chain scope: from your suppliers' suppliers to your customers' customers.
- Supply Chain and Value Chain.
- the 7 principles of Supply Chain Management.

## Training Content:

This workshop is designed to bring up the level of understanding and application of Supply Chain Management in business.

- History: from the concepts of logistics to the Supply Chain Management.
- Views of SCM models and their applications: functional system, process. How to apply them?
- Case study: leading companies who have created new business models through SCM.
- The 4 golden rules and the 7 principles.

## Who should participate?

- Operations directors/managers.
- Sales & Marketing directors/managers.
- Finance directors/managers.
- Purchasing directors/managers.
- Demand & Supply managers.
- Sourcing & Procurement managers.
- Production managers.
- Distribution and Logistic managers.

## Date:

Wednesday 12 October 2011

## Time:

08:30am-12:30pm

## Duration:

4 hours

## Venue:

FCCS Meeting Room  
541 Orchard Road  
#09-01 Liat Towers

## Price:

455 S\$ (Members)  
550 S\$ (Non-Members)

## Number of participants:

6 to 15

## Trainer:

iCOGNITIVE



# Digital Marketing and Consumer Relationship Management

**Date:**  
Wednesday 7 December 2011

**Time:**  
08:30am-12:30pm

**Duration:**  
4 hours

**Venue:**  
FCCS Meeting Room  
541 Orchard Road  
#09-01 Liat Towers

**Price:**  
214 S\$ (Members)  
268 S\$ (Non-Members)

**Number of participants:**  
8 to 10

**Trainer:**  
Mr Gregory Birge  
*Founder & CEO*  
F5 DIGITAL CONSULTING

## Key Objectives and Takeaways:

Loyalty programme is a long-standing structured marketing approach adopted by many companies to reward customers and encourage repeat purchases. However, the value of loyalty programme is getting more and more difficult to identify and measure. The ubiquity and similarity among various loyalty programmes reflect the saturation of such marketing efforts. Yet, as more and more marketers embrace this usually costly reward programmes, many failed to rightly engage their customers.

This workshop will discuss how in-depth relevant engagement and personalised communications can drive loyalty and customer engagement

## Training Content:

- What is the difference between CRM and Loyalty?
- How to assess and select the right CRM solution among the various softwares and tools providers available in the market.
- How digital innovations and technologies are changing the CRM landscape?
- How social media plays a part in relationship management? Is it always a necessary component?
- Understand how an engagement approach in CRM & loyalty can be more efficient.
- What are the key components of a CRM & loyalty programme involving various online and offline channels?



## Who should participate?

VPs, Directors, Heads, Senior Managers & Professionals in charge of Marketing, Marketing Communications, Online Media, Advertising & Promotions, Brand Management, Media Planning as well as SME business owners.

# Training Providers

# Training Providers



## TRAINING MODULES

### Personal Development

- **p 5** *Effective Communication and Presentation Skills*
- **p 8** *Presentation to High-Level Audiences: Method & Advanced Skills*

### Management

- **p 12** *Highly Effective Management Practices*
- **p 15** *Effective Feedback & Best Practices for Appraisal & Performances Reviews*

**1-2-WIN** « *Coaching Beyond Success* » focuses on Executive Coaching and support to career-development, in Singapore and Thailand since 2006.

Its clients encompass world-famous Fortune-500 companies, successful CEOs and fast-growing SMEs.

Its Managing Director, Jean-François Cousin, is one of only 3 “*Professional Certified Coaches*” accredited by the International Coach Federation in Singapore (as of December 2009). He has coached over 150 executives from over 12 nationalities.

Mr Cousin also conducts highly effective group-coaching workshops, emphasising practice (role-plays), “*learning-with-movies*”, requesting action-plans and commitment from participants.

**Website:** [www.1-2-win.net](http://www.1-2-win.net)

## ANAKOUT CSR consultancy

**ANAKOUT** offers consultancy, research and training services in the field of CSR (Corporate Social Responsibility) and Sustainable Development:

- Staff awareness rising.
- Information, research, benchmark, stakeholder engagement.
- Policy designing and implementation.
- Project management.
- Monitoring and assessment.

It specialises in the following areas:

- CSR and Sustainable Development in developing and emerging countries, including social and environmental aspects, poverty alleviation and social ventures, diversity and capacity building, respect and promotion of international institutions instruments and frameworks.
- CSR disclosure, transparency, stakeholder information and engagement.

Its founder, Joëlle Brohier has received a Master In Management (Sup de Co Rouen Business School, France, 1988) and a Postgraduate Diploma in Environmental Decision Making (Open University, United Kingdom, 2005).

## TRAINING MODULES

### Professional Skills

- **p 17** *CSR and Sustainable Development - Getting Started?*
- **p 22** *CSR and Sustainable Development - Gearing up*

# Training Providers

**CROSS-CULTURE LINK (CCL)** helps global managers to develop their leadership competencies and cross cultural management skills by providing tailored one to one and group trainings in the APAC region.

Cross-Culture Link's Managing Director, Catherine Claude-pierre, has more than 10 years professional experience as a trainer, facilitator and coach in the APAC region focusing on helping managers to increase their personal and professional effectiveness in this region.

- Trainings: Cross-cultural trainings, essentials of leadership (leading multicultural teams, managing people performance, implementing change, coaching...), conflict resolution and Influencing skills, negotiation skills, communication and presentation skills.
- Personality assessment: MBTI profiling level 1 and 2 for professional and career development, self awareness and team building.
- Executive coaching.



## TRAINING MODULES

### Personal Development

- **p 7** *Effective Intercultural Communication and Conflict Resolution*
- **p 9** *Managing Cultural Diversity in APAC*
- **p 10** *MBTI (Myers Briggs Type Indicator) step 2*

**F5 DIGITAL CONSULTING** structures, with the aim of specialising marketing innovation solutions for enterprises in mind, the development of consumer and innovations focus services via three fundamentals.

- Digital Consulting: F5DC supports clients for marketing consulting projects on innovation solutions and offers strategic planning for business needs and evaluation of consumer benefits. F5DC also holds marketing training programmes on marketing innovations
- Digital Engagement: Core team specialised in developing consumer engagement programmes, focusing on strategic planning, roadmaps, metrics and measurement analysis.
- Digital Operations: F5DC is an online management support team that provides companies outsourcing solutions for their digital content and social media activities, organised around 4 activities (Content Management, Discussion Management, Metrics Management, Keyword Management).



## TRAINING MODULES

### Professional Skills

- **p 18** *Consumer Engagement Through Social Media*
- **p 24** *Digital Marketing & Consumer Relationship Management*

**Website:** [www.F5DC.com](http://www.F5DC.com)

# Training Providers



## TRAINING MODULES

### Management

- p 14 *New Manager Programme*

**GRENOBLE GRADUATE SCHOOL OF BUSINESS** is the international business school within Grenoble Ecole de Management, one of the few business schools worldwide to have achieved triple accreditation from AMBA, AACSB and EQUIS.

GGSB is regularly ranked by the international press among the best European business schools, especially for its international and intercultural programmes. In 2008, their Custom Executive programmes were ranked amongst the top 65 best programmes in a worldwide ranking of the Financial Times. GGSB is present in Singapore with the Master in International Business, delivered in cooperation with the Management Development Institute of Singapore.

With more than 1000 students, 7 delivery sites in France and abroad and programmes ranging from Bachelor's degree to Doctorate in Business Administration (DBA), GGSB aims at providing a complete offer of Management Education Programmes.

**Website:** [www.ggsb.com](http://www.ggsb.com)



## TRAINING MODULES

### Professional Skills

- p 20 *Forecast: How to Improve Their Accuracy*
- p 23 *Introduction to Supply Chain Management Fundamentals*

**ICOGNITIVE** is a fast-growing international consulting firm specialising in supply chain management with offices in Asia and Europe. Responsive and highly-focused, their senior consultants are actively involved in every client engagement. Over the years they have gained hands-on experience in supporting their customers with their supply chain challenges.

Fully committed to measurable performances and improvements for their clients' operations, they focus on solving *"the right problem"* through a structured end-to-end vision of the supply chain. Their applied research capabilities empower executives to make more effective decisions to optimise their operational strategy. By transferring their supply chain knowledge to the client's team, they ensure that the solution implemented is sustainable long after the project has finished.

**Website:** [www.icognitive.com](http://www.icognitive.com)

# Training Providers



**L&P MANAGEMENT CONSULTANCY** is recognised as a specialist and expert in customised training and development programmes to aid managers seeking to acquire fundamental skills in leadership and management.

We believe that in order for a company to excel, the people of the company play the most important role.

Our programmes help to strengthen the people management skills of leaders in the company.

We offer team and individual coaching in Leadership Development, Quality Management and Customer Service. Programmes can be customised for individuals to acquire specific tools in management and leadership.

**Website:** [www.lnpmanagement.com](http://www.lnpmanagement.com)

## TRAINING MODULES

### Professional Skills

- p 18 *Customer Experience*

**S2M** is a marketing agency that specialises in developing marketing conversations between brands and consumers in Asia. Its prime expertise lies in gaining deep consumer insights for a broad range of marketing issues. Such issues typically include: understanding consumer experience, needs and aspirations towards a category, identifying and testing new product and service development opportunities, developing compelling functional, emotional and self expressive benefits, measuring brand-consumer relationships on brand websites and creating communities of high-value consumers for a brand.

Christophe Le Yoanc is the managing director of S2M. Christophe has consulted for client companies such as Singapore Airlines, Nike, Nestle, Kraft Foods, and Asia-Pacific Breweries. He has been living and working in South-East Asia for more than 15 years.



## TRAINING MODULES

### Professional Skills

- p 21 *Advertising Strategies*

# Training Providers



## TRAINING MODULES

### Personal Development

- **p 6** *Getting the Best from your Career*

### Management

- **p 13** *Motivating your Staff in a Time of Change and Making Them Agents of Change*

**TALEA** is a coaching practice based in Singapore and dedicated to individuals at work.

Customised to individual's needs, it assists people in making appropriate and successful career choices:

- Assessing and understanding skills, interests and values.
- Setting goals and taking action on them.

Services: in French, English or Dutch.

Career Coaching for:

- Executives and middle to senior managers.
- Young seasoned managers & students fresh out of school.

Bénédicte Gérard Dabin, M.A. Psychology, M.A. Philosophy, Founder of Talea-Coaching, has more than 17 years experience in Human Resources, including 7 years as Head of Hiring of Fortis Bank France. She started her own coaching practice dedicated to individuals at work two years ago. She is a certified MBTI practitioner (Step 1 & Step 2).

**Website:** [www.talea-coaching.com](http://www.talea-coaching.com)



# RECRUITMENT SERVICE

We provide assistance in:

- Defining Your Needs
- Sourcing for Candidates
- Advertising the Vacancy
- Screening Applications
- Selecting Suitable Candidates
- Ensuring the Selected Candidate Integrates well within the Company

# Training Registration Form

## TRAINING SESSION SELECTED

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

Date: \_\_\_\_\_ Price per person: \_\_\_\_\_

### Company Details

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

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

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

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

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

\_\_\_\_\_

### Contact Details of Participants

Number of participants: \_\_\_\_\_

Mr. / Ms. / Mrs.

Mr. / Ms. / Mrs.

Mr. / Ms. / Mrs.

First name: \_\_\_\_\_ First name: \_\_\_\_\_ First name: \_\_\_\_\_

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

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

Tel DID: \_\_\_\_\_ Tel DID: \_\_\_\_\_ Tel DID: \_\_\_\_\_

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

Total amount: S\$ \_\_\_\_\_

Payment by cheque made payable to "THE FRENCH CHAMBER OF COMMERCE IN SINGAPORE".

Please send this form and cheque to:

*The French Chamber of Commerce in Singapore, 541 Orchard Road #09-01 Liat Towers - Singapore 238881*

For further information, please contact us: [admin@fccsingapore.com](mailto:admin@fccsingapore.com) or 6735 5523 Ext. 223

#### **Terms and conditions:**

• All prices are GST included

• **All payments must be received at least one week before the date of the session**

• No refund if cancellation less than one week before the date of the session

• The French Chamber of Commerce reserves the right to cancel the session with refund if the number of registrations is below the minimum requested

Date: \_\_\_\_\_ Signature and Company Stamp: \_\_\_\_\_

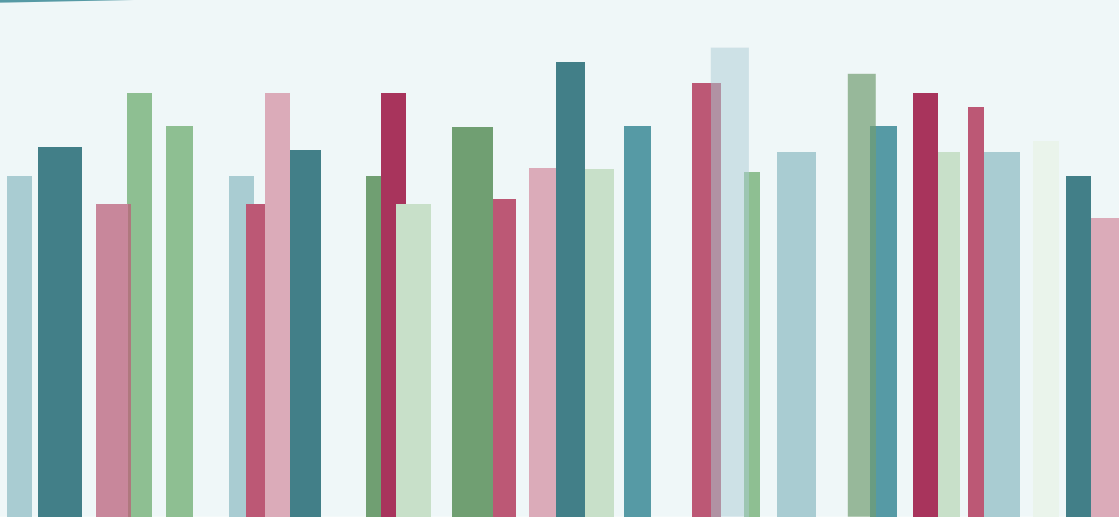
**The French Chamber of Commerce in Singapore**

541 Orchard Road  
#09-01 Liat Towers  
Singapore 238881

**Tel:** 6735 5523 ext 223

**Fax:** 6735 5394

[www.fccsingapore.com](http://www.fccsingapore.com)  
[admin@fccsingapore.com](mailto:admin@fccsingapore.com)



FCCS

French Chamber of Commerce in Singapore