

New Language for Persuasive Writing

Influence Without Manipulation

Patrick O'Brien

NLP Master Practitioner

Organized by:



25 Feb 2016 | 9am – 5pm | Holiday Inn Singapore

OVERVIEW

The saying “Different strokes for different folks” is highly relevant in interpersonal communication. Because people come from different background, their response to the same message could range from taking immediate action to being indifferent. In order to connect with different people at a deeper level, you need to change the way you express yourself by choosing words that would resonate with different groups of people.

This is where knowledge of Neuro Linguistic Programming (NLP) becomes important. It can help you segment your audience and use appropriate words to elicit desired responses. NLP is a leading modern communication tool used to enhance communication. Its use in corporate context spans from hiring to training, team building to leadership, communication to change management.

Even though many have heard of NLP, only some have fully understood its potential and even less, how to use it. You might be surprised to learn that NLP is a much more reliable tool for detecting liars than linguistic analysis, polygraphs or psychological tests.

Applying NLP to your persuasive writing gives you the added power to influence and motivate your readers to agree with you. Whether you're selling a proposal or service, justifying a budget increase, arguing for more staff or supporting your position over others, your writing is more influential when you know how to address your readers' logical and emotional needs and interests. Drawing from the time-tested principles of NLP, influence and motivation, you will learn to write more powerful persuasive messages.

Most persuasive writing courses only teach the art of persuasion through logical motivation. What makes our New Language in Persuasive Writing workshop so unique is our ability to integrate logical motivation with powerful psychological tools available in NLP.



Applying NLP in persuasive writing is powerful because it connects with readers at the emotional and logical level.

YOU WILL LEARN HOW TO:

- WRITE letters, reports and proposals that gain buy-in, cooperation and approval.
- MOTIVATE others to investigate and help solve problems.
- CONVINCED management to support worthwhile projects and initiatives.
- CONVEY your ideas and sway your readers with appropriate tone, length, precision and style.
- ACQUIRE effective communication techniques you can use in every aspect of your life.
- HARNESS your ability to persuade.
- EXPRESS yourself naturally and professionally in writing.
- CREATE and captivate your reader's interest.
- INFLUENCE team members to work together towards a goal.
- ENCOURAGE your staff.

BRIEF PROGRAM OUTLINE

This workshop embraces and bridges communication dialectic. You will acquire new tools and skills in the craft of persuasive writing. Effective writing is about interaction and engagement, and you'll look at how to design and incorporate these into your messages.

Topics include:

- Communications Dialectic
- Elements in Persuasive Writing
- Context of Writing
- Logic and Emotion in Writing
- Pillars of Neuro Linguistic Programming
- Beliefs and Value Systems
- Different Communications Styles
- Understanding Your Audience
- Getting Your Message Across
- Building Rapport
- Persuasive Protocols
- Writing Styles and Structures

WHO SHOULD ATTEND

This program is designed to benefit professionals, manager, executives and officers who use written correspondence to persuade others to support their ideas, procedures, projects, proposals, etc..

ABOUT YOUR TRAINER

Mr. Patrick O'Brien's career has been a lifelong journey straddling different countries and cultures in Ireland, England, New Zealand and Singapore. He has worked his way through a variety of roles, as individual contributor to Managing Director, in the corporate world.

He has amassed considerable business experience from working across sectors such as government, technology, manufacturing, finance, consulting, aviation, telecommunications and the Internet.

Patrick's training approach is a fusion of his Coaching ethos with Improvisational techniques and Neuro Linguistic Programming. This unique blend provides valuable learning experiences that are highly engaging, empowering and enjoyable.

His formal education is well-rounded: Honours in IT, Masters in Marketing and MBA in Finance. He is also a "Master Practitioner" of NLP.

Patrick is also a budding author. His articles often appear in the pages of local media, such as The Straits Times. Whenever, wherever and in whatever form you experience his work, you'll always sense his enjoyment shining through.

Patrick is an active member of numerous international professional bodies, such as the Chartered Management Institute, the Chartered Institute of Marketing and the Institute of Directors. He is proud to be one of only a small handful of "Chartered Managers" in the region.

With a warm Irish wit, a love of the "craic" and a big beaming smile, audiences in over twenty-five countries have found his facilitational approach, and his motivational talks to be refreshing and rewarding experiences.

TESTIMONIALS

“Excellent program, engaging, different roles of learning.”

~ College Administration Services Officer, ITE College East

“It’s been an interesting course. I learnt something new and will now be more aware of how I communicate. Thank you.”

~ Assistant Director, JTC Corporation

“I enjoyed the delivery with stories and humour to entertain to engage and to convey key concepts. Facilitators are very friendly and approachable as well.”

~ Executive, Public Service Division

“Patrick delivers the courseware with enthusiasm and conviction / knowledge. He is able to capture our attention and was never boring. Good stuff!”

~ Manager, ITE College East

“Patrick and Maureen, You guys have been great and awesome! I can honestly say that the course has helped me so much and I will utilise the new found knowledge in my work and studies.”

~ Customer Service Executive, Ministry of Education

“I have understood much better on the different ways and perspective for more efficient writings. The course was very clearly taught and precise. The examples used were very good as well.”

~ Senior Executive, Republic Polytechnic

“Patrick, you have been most engaging in your delivery. I can see the good attempt to pace the course...”

~ Senior Assistant Director, Ministry of Manpower

“Patrick has been a very engaging and patient trainer, while Maureen has been very friendly and approachable. It has been an enjoyable and eye opening workshop. Thanks!”

~ Assistant Manager, Republic Polytechnic

“Course was interesting and engaging and is useful in my course of work.”

~ Manager, Ministry of Manpower

“Interesting to bring NLP into writing. Broadens my perspective of written communications.”

~ Senior Manager, Ministry of Manpower

“Patrick, you will definitely make my day! My outlook towards the challenges and see how things are happening in my work are tuned to a different angle from today onwards! There is no moment of boredom in this training! You are fantastic.”

~ Section Manager, Ministry of Finance

“Thank you for the practical session as it helps me to understand how to apply the various concepts more effectively.”

~ Assistant Manager, Republic Polytechnic

“Patrick thanks for the lesson and it’s great to attend.”

~ Assistant Manager, National Environment Agency

“This programme enable me to rethink about how I communicate and give me more ideas on how I can improve.”

~ Academic Staff, Republic Polytechnic

“Good administrative support and arrangement with the hotel. Useful examples, anecdotes that livens the course.”

~ Assistant Director, Ministry of Education

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WORKSHOP (Price Per Person)	QTY	TOTAL PRICE	
Normal : S\$ 837.90		S\$	
Early Bird: S\$ 766.50 (by 25 Jan 2016)		S\$	
Group of 3 or <: S\$ 698.25 (by 11 Feb)		S\$	

To register, email this form to: tricia@maitrealianz.com

DELEGATE 1

Name (Mr/Ms/Mrs): _____

Email: _____

Job Title: _____

Dept: _____ Tel: _____

DELEGATE 2

Name (Mr/Ms/Mrs): _____

Email: _____

Job Title: _____

Dept: _____ Tel: _____

DELEGATE 3

Name (Mr/Ms/Mrs): _____

Email: _____

Job Title: _____

Dept: _____ Tel: _____

BOOKING PERSON

BU CODE: _____

Name (Mr/Ms/Mrs): _____

Email: _____

Job Title: _____

Dept: _____ Tel: _____

Organization: _____

Street: _____ Unit: _____

Building: _____ Post Code: _____

PAYMENT TERMS

CHEQUE: make payable to : Maitre Allianz Pte Ltd
Mail to: 3 Queen's Road, #10-163, Singapore 260003

Bank Transfer: Maitre Allianz Pte Ltd
United Overseas Bank Limited
Rochor Road Branch
Account No: 147-3020-918

- ◆ Payment must be made in Singapore Dollars.
- ◆ Payment is required within 5 working days on receipt of invoice.
- ◆ Bookings received <14 working days – cash payment only

SUBSTITUTION, CANCELLATION, NO-SHOW, POSTPONEMENT POLICIES, CONTACT DETAILS, and EVENT CONFIRMATION

SUBSTITUTION is allow up to 7 days before day of event. Admin Charge of S30.00 is required for substitution request received with less than 7 days advance notice.

CANCELLATION, NO-SHOW, MEDICAL LEAVE: No refund will be given. Absentee, No-Show, delegate on Medical Leave will be charged the full course fee. Cancellation must be made in writing. 100% credit will be given for cancellation with more than 21 days advance notice. All credits are valid for 12 months from the date of issue. Admin Charge of SGD300.00 will apply for cancellation received less than 21 days prior to event.

If we CANCEL or POSTPONE an event, 100% credit will be given to all who have paid.

FORCE MAJORE CLAUSE: We shall assume no liability whatsoever if this event is altered, rescheduled, postponed or canceled due to a fortuitous event, unforeseen occurrence, or any other event that renders performance of this event inadvisable, illegal, impractical or impossible. For purpose of this clause, a fortuitous event shall include but not limited to: an Acts of God; governmental restrictions and / or regulations; war or apparent act of war; terrorism or apparent act of terrorism; disaster; civil disorder, disturbance and / or riots; curtailment, suspension, and/or restriction on transport facilities / means of transportation; any other emergency.

YOUR DETAILS: All details required for registration are mandatory. If you found errors, kindly notify us.

TRAINER & TOPIC CHANGES: Speakers and topics were confirmed at the time of publishing, however, circumstances beyond the control of the organizers may necessitate substitution, alterations or cancellation of the speakers and / or topics. As such, we reserve the right to alter or modify the advertised speakers and / or topics if necessary. Delegates and their booking person will be notified of any substitution or alteration.

IMPORTANT: To facilitate expeditious communication on changes, it is essential to list every delegate's direct contact.

Call us: +65 6100 0621

Signature / Date