

# OTAKU [オタク]

A Japanese term that describes  
**our passion and our obsession**  
in delivering the best each & every time.



## OUR VALUES

### 01 Spirit of Innovation

New Approach  
Fresh Perspective

### 02 Empowering Workforce

For the many,  
Not just the few

### 03 Phenomenal Value

Save 80% of your  
training investment

### 04 Accelerated

Fun, experiential and  
effective learning

### 05 Relevant

From workshop  
to workplace

### 06 Simplicity

All the work  
is done for you

### 07 Adaptability

We provide the content,  
you provide the context

mws  
miniworkshopseries



new approach | fresh perspective

## MWS Licensing Option

## MWS Trainers Kit

## MWS Licensed Trainer

Receive valuable comprehensive and detailed resources for managers and trainers to utilize instantly.



### Trainers Notes

Guideline for trainers. Outlines the workshop, as well as description of each learning activity.

### Learning Journal

A reference and workbook for participants. For further learning reinforcement.

### Powerpoint Slides

Professionally designed training tool using NLP methodology.



BASIC

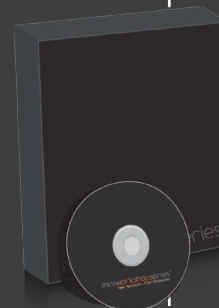


### Visual Map

Concise visual presentation of the content. Designed for visual learners.

### Audio Podcast

Audio presentation of content that works on any audio playback device. Adding mobility to learning.



PLUS



### Trainers Extra Activities

Extra resources for trainers to add variety to their workshop.

### Workbook

Compact version of the learning journal. Paying special attention to the particularly important parts of the content.

### Powerpoint Grey Slides

Grey version of the PowerPoint Slide. An option depending on the environment and audience.



Extended

With the MWS Trainers Kit, all the work is done for you!

Gain vital competencies and skills to deliver high impact, effective and dynamic workshops.

## MWS Licensed Trainer Essential

Licensed to train within the organization

### MWS Licensed Trainer Certification [ 3 Days ]

Discover your distinct style of presentation and taking steps in taking your skills to the next level. As you do, we will put into your hands the necessary tools to refine and transform your experience of being a dynamic MWS Trainer.

### MWS Content Coaching [ 1 Day ]

Trainers will be coached on how to effectively use the MWS Trainers Kit. How to deliver the content in the most fun and exciting way. Optimizing the tips, tools and techniques provided in the kit.



## MWS Licensed Trainer Professional

Licensed to train within and outside the organization

### MWS Branding You [ 4 Days ]

A 4 day workshop to guide you in creating your image, identity and brand as an MWS Licensed Trainer. We will help you create your very own Branding Toolkit, guide you on how you can optimize both the online and offline marketing tools, as well as tips on how you can craft a niche for yourself.



With the MWS Licensed Trainer, your training can be transferred from workshop to workplace!



### Essential Skills in Action

- Winning Attitude
- Accelerated Learning
- Write Effortlessly
- Manage Time
- Getting Organized
- Effective Meeting
- Communicate Clearly
- Active Listening
- Business Etiquette
- Managing Boss
- Minimizing Workstress
- Dealing With Change



### Managers in Action

- Speak With Power
- Creative Thinking
- Decision Making
- Motivating Others
- Delegating Effectively
- Getting Results
- Building Team
- Constructive Feedback
- Coaching Dance
- Executing Change
- Dealing With Difficult People
- Art of Negotiation



### NLP in Action

- Mastering Success
- State Management
- Congruency
- Sensory Acuity
- Building Rapport
- Getting Results
- Figuring Out People
- Perceptual Flexibility
- The Framing Games
- Power Persuasion
- Problem Solving with SCORE
- Imagineering



### People Mgmt in Action

- Positive Mental Attitude
- Handling Discipline
- Work-Life Balance
- Screening Resumes
- Behavioral Interviewing Skills
- Culture of Empowerment
- Selecting Candidates
- Performance Review
- Managing Performance
- Building Competencies
- Planning Training
- Induction and Orientation



### Competencies in Action

- Managing Vision and Purpose
- Strategic Agility
- Dealing With Ambiguity
- Action Oriented
- Customer Focus
- Managing Through Systems
- Teamwork
- Accountability
- Assertiveness
- Perseverance
- Ethics and Values
- Integrity and Trust



### Sales in Action

- Sales Mindset
- Generating Leads
- Cold Calling
- Power Intro
- Telemarketing
- Email Selling
- Probing Skills
- Handling Objections
- Relationship Selling
- Networking Skills
- Nurturing After Sales
- Sales Closing Techniques



### Innovation in Action

- Innovation and Organization
- Nurture Innovation
- Idea Generation
- Opportunity Recognition
- Enterprise Idea Management
- Managing Innovation
- The New Leader
- Leading Innovation
- Culture & Rewards
- Framework for Innovation
- Process Innovation
- Open Innovation



### Branding in Action

- Brand Pride
- Brand Love
- Brand Ethics
- Brand Personality
- Brand Awareness
- Brand Loyalty
- Brand Positioning
- Brand Equity
- Brand Sustainability
- Brand Exposure
- Service Branding
- Global Branding

# OUR TRACKS