

# MWS Products & Services

---

2

# MWS Products and Services

### Segments And Areas:

1. MWS Certification Trainings
2. MWS Trainers Kit
3. MWS Learning Frameworks and Workshops
4. MWS Support Tools

## The MWS Certification Trainings

The MWS Certification Trainings are :

MWS Licensing Options	Program Name	No of days	Run by
Licensed Trainer Certification Programs	Trainer Certification	3 days	Master Trainer
	Content Coaching	1 day	Country Rep
	Branding You	4 days	Country Rep / Master Trainer
Premium Reseller / Learning Hubs	Product and Sales Training	2 days	Country Rep

## MWS Licensed Trainer Certification

### 3 Days Program Outline

#### About the program

Incorporated with NLP Technology, this program involves discovering 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.

#### Learn about Learning

Adult Learning Methodologies  
Adult motivation to learning

#### Learning Activities

Learn how to use Games  
Energizers and Activities  
Ways to engage participants

#### Framing your Participants

Setting expectations and goals  
Effective openings and closings  
Linguistic Framing Skills

#### Establishing Powerful Presence

Overcoming stage fright  
Installing resourceful states  
Maintaining stage energy

#### Platform Skills

Communicate with your senses  
Body language [non verbal]  
Vocal training [verbal]

#### Create Magical Moments

Story telling, metaphors  
Using humor in your presentation  
Role play and group discussions

## MWS Content Coaching

### 1 Day Program Outline

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. Trainers are encouraged to review all the content before attending the content coaching sessions.

The focus of the Content Coaching is to fine tune the Trainer's Syntax.

## MWS Branding You 4 Days Program Outline

### About the Program

It is about managing the perceptions of your prospects and customers, packaging who you are and what you can do for them. So that others will not just see you as a trainer, but as a brand, a service, who adds value.

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.

Covering the 8C's to Personal Branding:

Conception  
Competency  
Creation  
Credibility  
Contribution  
Congruency  
Connection  
Cohesion

# MWS Tracks

## Essential Skills in Action



Skills needed for work, learning and life. They provide the foundation for learning all other skills and enable people to evolve with their jobs and adapt to workplace change. Everything you need to be effective.

## Title Outline



### 01.

#### Winning Attitude

'Your attitude determines your attitude.'  
Learn how to master positive thinking to

empower yourself to achieve greater heights. Be entranced by inspiring stories and allow yourself to reflect on your choices of life. Rediscover on how you can transform yourself at work and at home.

#### Introduction

What Is Attitude?  
The Importance Of Attitude

#### Factors that determine our Attitude

The 3E Influencing Factor

#### 8 Steps to Positive Winning Attitude

Inculcate Positive Vibes In Your Life

#### Conquering Failures

Failures Of Successful People

#### Burning Desire

Compel Yourself To Win

### 02.

#### Accelerated Learning



Learning how to learn is vital because when you understand how to learn effectively, your self esteem and confidence grow.

You will not only be able to cope with the new technology and change but also you will welcome it. You will be empowered to change from passive consumer of education to active controllers of your own learning and life.

#### Introduction

What Is Accelerated Learning?  
Attributes of Accelerated Learning

#### Understanding Your Brain

The Ice-Berg Theory  
Left Brain And Right Brain

#### Activating Your Learning State

The Whole Brain Approach  
Super Learning Exercise

#### Speed Reading

Learning Facts  
Factors That Reduce Reading Rate And Comprehension

#### Memory Techniques

03.

### Write Effortlessly



One of the key skills in the business world is the ability to write and get your message across. Learn how business writing has

evolved through time – and learn the tips to make your letters and emails effective.

#### Introduction

What Does It Mean To Write Effortlessly?  
Why Do You Need To Write?  
When Do You Need To Write?

#### Know Your Readers Expectations

Developing Readers Benefit  
The Skimmers And Skeptics

#### Writing Styles

The 5 Simple Rules

#### Creating Effective Sentences

Write Effectively To Get Your Message Across

#### ABC of Business Writing

#### Summing It Up

04.

### Manage Time



Time is the most valuable asset we have. Good personal time management skills are essential for a happy, successful career.

You will learn the principles and systems to help you make conscious decisions about the activities that occupy your time.

#### Introduction

How Do You Feel About Time?  
Symptoms Of Poor Time Management

#### Time Personality Type

Make Every Second Counts  
Realize The Value Of Time

#### Time Matrix

Time Management Fundamentals  
Roadblocks To Successful  
Time Management

#### Circadian Rhythms

Optimizing Your Biological Clock

#### Tips & Techniques

#### Quality Time And Essential Habits

05.

### Getting Organized



For every minute spent in Organizing, an hour is earned. You will discover how to systematize common decisions. It takes far more time to be disorganized than

it does to be organized because disorganized people lose so much time to inefficiency. Getting organized empowers oneself to be even more efficient and effective.

#### Introduction

What Does It Mean?  
Why Is Getting Organized Important?

#### Classifying the Clutters Type Of Chaos

#### Taking Action Now

Getting Prepared  
Creating To-Do List

#### Managing Information

3Ms Of Information Chaos  
Managing Your Desk

#### Controlling Communication

Understanding Workflow  
4 Keys To Effective Communication

06.

## Effective Meeting



Whether you're a newcomer to meetings or a seasoned pro, Effective Meeting offers hands-on meeting advice for

every possible situation. You will be able to identify who the 'pace-setters' in meetings are, and learn how to be a 'pace-setter' to achieve outcomes.

### Introduction

What Is A Meeting?  
What Can Meetings Do?

### Before the Meeting

Objectives And Agendas  
Timing And Frequency

### Leading the Meeting

Getting Off To A Good Start  
Meeting Facilitators

### Group Dynamics

Prompting Discussions

### After the Meeting

Writing Minutes  
Taking Action

07.

## Communicate Clearly



Good communication is as stimulating as black coffee, and just as hard to sleep after. Understand basic communication models, and learn to speak your

ideas easily and naturally. You will learn how to get your ideas across to people with ease.

### Introduction

What Is Communication?  
Why Is Communication Important?  
What Makes A Clear Communicator?

### Communication Models

What Does It All Means?

### Appreciating Communication Barriers

10 Main Communication Breakdowns At Work

### Toxic Communication

Types Of Toxic Communication  
How Do You Eliminate The Toxic?

### Communication Strategies

The 3 vs Of Communication

08.

## Active Listening



You probably spend more time using your listening skills than any other kind of skill. Like other skills, listening takes practice.

While you are listening, you will also be able to think about what you are hearing, really understand it, and give feedback to the speaker. Remember, thoughts move about four times faster than the speech.

### Introduction

What Is Listening?  
Why Listen?

### The Communication Process

To Listen vs To Hear  
Listening Implies A Choice

### Barriers to Active Listening

Deterrents To Effective Listening

### Listening Skills

Qualities Of Active Listeners  
4 Elements To Effective Listening

### Beyond Listening

Improve Listening Skills

09.

## Business Etiquette



Etiquette is about presenting yourself with the kind of polish that shows you can be taken seriously.

Etiquette is also about being comfortable around people (and making them comfortable around you). Learn basic skills from handshakes to proper presentation of your business cards and how to conduct yourself in social settings.

### Introduction

What Is Etiquette?

Why Is Etiquette Important?

### Dress for Success Business Formal Wear

Business Casuals

Social Dress Code

### Communicating

Opening Moves

Body Language

Telecommunication

### @ The Office

### Social Settings

Learn Appropriate Conduct Expected

10.

## Managing Boss



The relationship with your boss is probably the most important relationship you have at work.

Boss manage-

ment can stimulate better performances; improve your working life, job satisfaction, and workload. Give your boss a hand and reap the rewards.

### Introduction

Who Is The Boss?

What Does It Mean?

Why Is Managing Boss Important?

### Understanding Power Play

Types Of Power

The Power Of Struggle

Using Your Power Positively

### Get to know your Boss

4 Main Types Of Boss Profiles

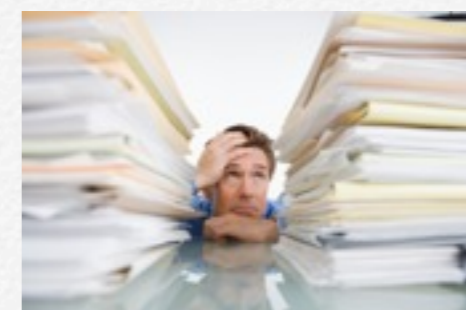
### Managing the 10 key Aspects

### Handling Challenging Bosses

What Exactly Is It About Your Boss That Drives You Crazy?

11.

## Minimizing Workstress



Workplace stress has a negative impact on the business as well as on the individual staff. The in-

crease in job stress creates emotional, financial, and safety concerns for organizations and managers. The bottom line: workplace stress management and stress reduction are important to create a productive working environment.

### Introduction

Defining Stress How it Affect Us?

### Stress Situations

Stress And Time

Dealing With Change

### Flexibility

Moving Out Of Your Comfort Zone

Adding Variety To Your Routine

### Managing Stress

Stress Tolerance Level

### Basic Stress Management Strategies

The 3As Strategy

## 12. Dealing with Change



We all exist within contradiction. On one hand, we need stability and to perform well when we feel

secure and established at work. On the other hand we can become stagnant, complacent and uncreative when we shy away from change or when we find that we simply cannot cope with it. So learn how to embrace changes to empower yourself and the people around you.

### Introduction

What Is Change?  
What Does It Take To Change?

### Change Transition Cycle

Begin, Transition And End

### The Pace of Change

Reactions To Change

### Response to Change

4 Ways You Will Feel

### Strategies for Dealing with Change

7 Steps To Deal With Change

## MWS Tracks

### Managers in Action



Explore topics critical to developing effective management skills such as speaking with power, motivation, team development, interpersonal and communication: everything you need to manage people effectively.

## Title Outline

### 01. Speak with Power



Speak with Power captures the essence of public speaking and clearly articulates what today's audi-

ence wants and what you must deliver. Platform skills are essential for managers to effectively deliver their message effectively to groups of people.

### Introduction

Why Speak With Power?  
What Makes A Great Speaker?

### Preparations

How To Get Started?  
Preparation Checklist

### Your Message

Getting Your Points Across  
Directing Presentation Flow

### Stage Fright

How To Be Confident

### The Delivery

Improving Your Platform Skills

02.

## Creative Thinking



Much of the thinking done in formal education emphasizes the skills of analysis. However, there is another kind of thinking, one that focuses

on exploring ideas, generating possibilities, looking for many right answers rather than just one. Both of these kinds of thinking are vital to a successful working life, yet the latter tends to be ignored until after school.

### Introduction

What Is Creative Thinking?  
Why Think Creatively?

### Myths & Mental Blocks

Reserve Only For The Special Few!

### Creative Mindset

Getting Yourself Ready  
The 8 Cs Of Creative Mindset

### Creative Process

The Phases Of Creative Process  
Creative Methods  
Merge And Blend

### Creative Tools

3 Top Tools To Ignite Your Creativity

03.

## Decision Making



Every decision making process leads to a final choice. It can be an action or an opinion. It begins when we need to do something but know

not what. Therefore, decision making is a reasoning process which can be rational or irrational, can be based on explicit assumptions or implied assumptions.

### Introduction

What Is A Decision?

### Making Decision

2 Stages Of Thinking  
Putting Decision Into Context  
Ownership

### Identify alternatives

Opening Your Mind And Senses

### Generate alternatives

Gathering Information  
Ways To Create More Choices

### Eliminate alternatives

Appraisal Criteria  
Sieving For The Gold

04.

## Motivating Others



We hear the term often. Generally, we associate the word with human behavior, meaning, a state of mind that moves us to action. You will learn how to find out “What makes others do anything?”

Finding what makes people tick would bring us to a better understanding of how to motivate others.

### Introduction

What Is Motivation?  
Understanding Motivation

### The Environment

Motivating Others  
Establishing The Environment

### Motivating Principles

Maslow Need Pyramid  
Expectancy Theory  
McClelland’s Needs Theory

### 7 Simple Dynamic Ways

### Motivating Jobs

Characteristics Of Motivating Job  
Designing Motivating Jobs

05.

## Delegating Effectively



Delegating multiplies your effectiveness, so you can use your time and talents where they make a difference. Besides, it teaches you to communicate persuasively, supervise and train, and expand your sphere of influence. It means building and maintaining a team. In the long run, delegating may help you to accomplish even more.

### Introduction

What Does It Mean To Delegate?  
When Do You Need To Delegate?

### Process of Delegation

3 Key Areas To Prepare  
Poor Delegation Checklist

### Giving Instructions

3 Ways To Give Instructions  
Understanding The Level Of Authority

### How to Monitor Delegation

5 Approach To Monitor  
Giving Feedback

### Effective Delegators

The Characteristics

06.

## Getting Results



Getting results through people is crucial for any manager. There is no simpler way to increase people's

performance than to clarify what's expected of them. At almost every level of management, the job is a mixture of achieving results through others and achieving results personally.

### Introduction

What Is Result?

### Understanding the Frameworks

Result Based Plans And Measures  
The Drivers In Getting Results

### Managing Performance and Results

The Logical Framework Matrix  
The Key Principles

### Enabling Individuals

Getting Them Empowered  
Basic Steps In Getting Results

### Monitor AND Feedback

Managing For Results On The Ground

07.

## Building Team



Teams are serious business in today's economy as companies realize the value of teaming in creating greater employee involve-

ment, leveraging human resources, fostering innovation, and shoring up the bottom line. Foster the team spirit in your organization with tested tips and techniques.

### Introduction

What Is A Team? What Is Synergy?  
Why Work As A Team?

### Team Dynamics

Types Of Teams  
Why Do Teams Fail?

### Stages of Team Development

Building Team = Building Trust

### Establishing Team Norms

Setting The Ground Rules  
Establishing Team Contract

### Working as a Team

Respect Others  
Listening To The Signals

08.

## Constructive Feedback



In organizational context, feedback is a process of sharing observations, concerns and suggestions with the other person with an intention of improving his/her performance as an individual. Feedback has to be bidirectional so that continuous improvement is possible in an organization.

### Introduction

What Is Feedback? What Is Constructive?  
Why Do You Need Feedback?

### Performance Feedback

Ways To Give Performance Feedback

### Giving Constructive Positive Feedback

4 Key Points To Be Effective

### Giving Constructive Negative Feedback

Feedback With Coaching

### Receiving Feedback

Keeping An Open Mind  
Simple Guidelines

09.

## Coaching Dance



Coaching concerns itself with amplifying the individual's own knowledge and thought processes. It is about creating a supportive environment in which to challenge and develop critical thinking skills, ideas and behaviors of their staff.

### Introduction

What Is Coaching?  
Coaching And Mentoring  
The Coaching Roles

### Types of Coaching

Developing Your Coaching Objectives  
Preparing For Success

### Coaching Approaches

Your Coaching Style Assessment

### Coaching Behaviors

Basic Assumptions Of The Leader-Coach

### The Coaching Dance

Coaching Essentials  
Step By Step Approach

10.

## Executing Change



"The future is coming so fast, we can't possibly predict it; we can only learn to respond quickly."

The rate of

change in today's world is constantly increasing. Everything that exists is getting old, wearing out and should be replaced.

### Introduction

What Is Change?  
Why Do We Need To Change?

### Strategies of Change

Collaborative And Adversary Strategies  
Conditions For Change

### Drivers of Change

The 7 Drivers Of Change

### Execute Change

The Culture Of Empowering Change  
The USEM Approach

### Leading Organizational Change

Readiness Checklist

11.

## Dealing with Difficult People



"The future is coming so fast, we can't possibly predict it; we can only learn to respond quickly." The rate of change in today's world is constantly

increasing. Everything that exists is getting old, wearing out and should be replaced.

### Introduction

Who Is A Difficult Person?  
How Are People Difficult?

### Types of Difficult People

When Do People Become Difficult?

### Understanding Difficult Behavior

Find Out About Their Internal Motivation

### Handling Difficult Behavior

3 Easy Tips To Empower Yourself

### Handling Conflict & Confrontations

Take Accountability  
The Ultimate Tactics

12.

## Art of Negotiation



Broadly speaking, negotiation is an interaction of influences. Such interaction includes the process of resolving disputes,

agreeing the courses of action, bargaining for individual or collective advantage, or crafting outcomes to satisfy various interests. Negotiation is thus a form of alternative dispute resolution.

### Introduction

What Is Negotiation? Why Negotiate?  
What Makes A Good Negotiator?

### Types of Negotiations

Principled Negotiations  
Establish The Issues  
Establish Your BATNA

### Preparing for Success

5 Areas To Get Yourself Prepared

### Personality Styles in Negotiations

4 Types Of Styles And How To Deal

### Negotiations Stance

Conditions For Your Success

## MWS Tracks

### NLP in Action



NLP is the leading edge technology of excellence. You may have heard that NLP is particularly powerful in the areas of communication, influence and change. You may be aware of some of the astonishing results that NLP can deliver. Experience NLP now as its skills are highly recommended for managers and workforce that requires effective communication in order to be successful.

01.

## Mastering Success



We all want to be successful in all areas of our lives. In NLP, goal setting becomes more than just goal setting.

We go beyond that and step into the real of “Well-Formed Outcome.” An outcome represents a goal developed with specificity that enables us to have a clear understanding of what to do.

### Introduction

What Is Success?

NLP Model Of Excellence

### Characteristics

10 Characteristics Of Successful People

### Well Formed Outcome

The 7 Easy Steps To Your Goals

WFO Form

### Mastering Your 3AS

Attitude, Abilities And Action

### My Contract of Action

Taking Your First Step

Making Your Goals Compelling

02.

## State Management



A state is a mental and emotional state; a dynamic mind-body state of experience or being that operates

as an experiential energy field. This is the foundation for effective communication — excellent state management.

### Introduction

What, Why, Who?

What Is State?

### Understanding the Emotional Brain

How Does It Work?

Understanding Our Emotions

### Dynamics of States

State Awareness

### Influencing States

State Alteration And State Interrupt

### Installing States

Utilizing And Anchoring Resourceful State

03.

## Congruency



“You can fool your mind but you cannot fool your body.” Your mind and body are part of the same system and interact with each

other in respond to external stimuli. Your body gives signal to other people. To be congruent, what you say and do is in alignment to what you think and feel. Learn how to be congruent in your communication and life.

### Introduction

What Is Congruency?

Why Be Congruent?

### Understanding Values

How Do We Acquire Values?

What Is Incongruent?

### 12 Core Values

4 Domains In Our Interaction And Our Life

### Power Zones

Protecting Your 4 Power Zones

3 Simple Steps To Achieve Congruency

### Dilt Logical Level

Aligning Your Values And Actions

Taking Your Power Back

04.

## Sensory Acuity



It is not necessarily about improving the senses themselves, rather it is to improve our use of those tools by increasing and enhancing our awareness of the information

provided to us by our senses and to improve our abilities to make ever finer distinctions in that information.

### Introduction

What Is Sensory Acuity?

Why Should You Master Sensory Acuity?

### Sensory vs Evaluative

What Is Perception?

### Non-Verbal

Calibrating Physiology

Eye Accessing Cues

### Verbal

Listening To Language Predicates

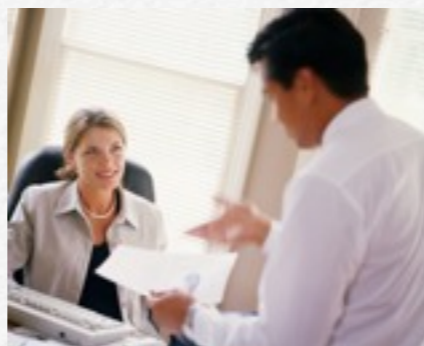
Vocal Qualities

### Beyond verbal

Conveying Personality And Status

05.

## Building Rapport



Rapport is about making a two-way connection. You know you've made such a connection when you experience a genuine sense of

trust and respect with another person.

### Introduction

What Is Rapport?

### Steps to Building Rapport

What Is Perception

Essential Keys To Building Rapport

Mental Flexibility

### Rapport Techniques

How To Build Rapport

The VLEP Model

### Representational Systems

Relating To Different Types Of RS

### Eye Accessing Cues

Calibrating Eye Accessing Cues

Advance Practice

06.

## Art of Questions



Learn the Art of “Meta-Model”. Meta Model is a structure of language that recovers hidden information.

The language that a person uses is true and complete for them, but the parts that are distorted or missing are out of their conscious awareness.

### Introduction

What Is A Question?

What Is Needed To Be Effective?

Why Do We Questions?

### How do we process Information?

How To Master Questioning?

### Patterns of Questions

Deletion, Generalization And Distortions

Values, Outcomes And Metaphors

### Types of Questions

Closed, Open And Leading Questions

### Power Questions

Empowering Yourself And Others

07.

## Figuring Out People



By seeking to understand and encompass all modes of operation one can become

a more whole person and also be more able to get along with anybody at any time. We all have different aspects of behavior within us, and ideally speaking we have the different aspects integrated with each other.

### Introduction

What Is Figuring Out People?

### How we process information

Understanding How Meta Program Works

### Characteristics of Meta Programs

Meta Program Rapid Assessment

### Key Meta Programs

The Different Filters That Affect Our Communications And Decisions

### Figuring Out People

Separate People From Problem

08.

## Perceptual Flexibility



The way we see the world—our perception, determines the decisions we make and what we do. Perception

is probably the most important part of our thinking. You will learn to create a framework for defining situations that will improve your ability to consider consequences before you take actions.

### Introduction

What Is Perception?

Why Perceptual Flexibility?

### The NLP Communication Model

How We Interpret The World

### Walking the Mile

Appreciating The Somatic Aspects

Self Checks

### Set the Stage!

Getting Started And Preparing Yourself

### The 5 Perceptual Positions

Experiential NLP Pattern Intervention

The 5PP Script

09.

## Framing Games



One of the most important and seminal concepts of NLP is called Framing. Framing starts out with the assumption that

we all view the world, through preconceived frames in our world.

### Introduction

What Is Framing?

Why Learn The Framing Games?

### Semantic=Meaning Making

How We Process The World

### Framing Mindsets

Keys To Effective Framing

Problem Solving Frames

Resourcefulness Frames

### Framing Fun

Identifying Frames

7 Directions To Send A Brain

### Case Studies

Practice Your Framing Skills

10.

## Power Persuasion



Persuasion is the communication of a message to a receiver who evaluates how they think it fits under his or her

own position. Then, people adjust their attitude towards or away from the message they heard.

### Introduction

Persuasion Defined  
NLP Model Of Excellence

### Key Success Factors

Essentials In Persuasion

### Laws of Persuasion

The Laws That Governs Of Influence  
Appreciating The 6 Vital Laws

### Persuasive Power Words

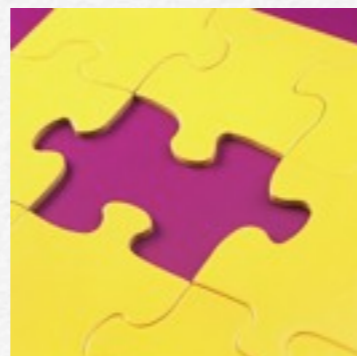
Can You Identify Them?  
Don't Over Do It!

### Hypnotic Language Patterns

10 Strategies Of A Master Persuade

11.

## Problem Solving with SCORE



One of the signature pattern interventions using questioning mastery is to have an even better clarity over the symptoms and gain new insights to

resolve problems and challenges in life and at work. The SCORE dance will open new perspective and possibilities.

### Introduction

What Is A Problem?

### Problem Solving Mindsets

Empowering Mindsets  
How To Kill Ideas?

### Problem Solving Steps

The Six Step Approach  
Problem Solving Process

### Problem Identification

Defining The Problem  
The Score Model

### The Score Dance

NLP Pattern Intervention

12.

## Imagineering



Walt Disney's ability to connect his innovative creativity with successful business strategy and popular

appeal certainly qualifies him as a genius in the field of entertainment. In a way, Disney's chosen medium of expression, the animated film, characterizes the fundamental process of all geniuses.

### Introduction

What Is Imagineering?  
About The Legend: Walt Disney

### Disney Imagineering Strategy

3 Roles Of Successful Innovation

### Understanding the roles

Master And Synthesize The 3 Roles

### Imagineering Techniques

Getting Into The States  
Questioning Patterns

### Running the Pattern

Discovering And Exploring

# MWS Tracks

## People Mgmt in Action



Many organizations believe that competencies give clear messages to staff about the behaviors required by their business. Competencies are the state or quality of being adequately or well qualified to perform a task. A person gains competency through education, training, experience, or natural abilities. Skills and Competencies are needed to Succeed in today's workplace.

### 01. Positive Mental Attitude



In a study of 99 Harvard University students, those who were optimists at age 25 were significantly healthier at ages 45 and 60 than those who were pessimists. Being a positive thinker, an optimist will not only achieve success in your career, but also to lead an even more healthy and stable life.

#### Introduction

What Is Attitude?

Definition: Positive Mental Attitude

#### Understand Your Power Within

Confidence & Optimism

Whole Heart-Head-Ness

#### Managing Perspectives

The Gift Of Others

Suspend Prejudice

#### Taking charge

Step Up To The Challenge

#### Recharge Yourself

To-Do List

### 02. Culture of Empowerment



Empowerment is the process of increasing the capacity of individuals or groups to make choices and to transform those choices into desired actions and out-

comes. In essence empowerment speaks to self-determined change. Empowered people have freedom of choice and action. This enables them to take charge of their lives.

#### Introduction

What Does It Mean By Empowerment?

#### Empowerment vs Delegation

Outcome Not Inputs

#### Communicating Empowerment

The Outcome Approach

Getting It In Place: The 6 Simple Steps

#### Enabling Others

Changing Perceptions

#### Traits of an Empowered Person

Self Assessment

03.

## Handling Discipline



The purpose of handling discipline is to encourage staff improvement whose conduct or performances are below acceptable standards. The attitude and conduct of staff may be seriously affected if

management fails to apply the same rules and considerations to each case.

### Introduction

What Does Handling Discipline Mean?  
Causes Of Indiscipline

### Handling Different Types of Problems

Unacceptable Performance  
Unacceptable Attendance  
Unacceptable Behavior

### Progressive Discipline

The Traditional Approach

### Discipline without Punishment

Individual Responsibility

### Termination as The Last Step?

The Hot Stove Rule

04.

## Work Life Balance



This Work-Life Balance training is the best benefit you can provide for your staff. Finding work-life balance

in today's frenetically- paced world is not simple task. There are two key concepts for effective work-life balance achievement and enjoyment.

### Introduction

What Is Work-Life Balance?  
The Wheel Of Life

### Accessing Success

Know What You Want  
Know Your Values  
Define Your Success

### Increase Your Vitality

Eat Right & Have Fun

### Work Smart

Managing Yourself First  
Work On Your Competencies

### Putting the Jigsaw together

Living Your Dreams

05.

## Screening Resumes



There are certain steps you can take to make screening resumes easier, this helping you to shortlist the candidates. Narrowing

that list can be challenging, especially if there are many qualified applicants. So, learn the simple yet effective steps here.

### Introduction

What Does Screening Resumes Mean?  
Why Screen?

### Job Applicants

Set Up Your Applications  
Job Applications As Evaluating Tool

### Your System for Evaluating Candidates

### Narrow List Further

Tools And Tests  
Phone Interviews

### Read Behind the Lines

The Basics  
Spot The Red Flags

06.

## Behavioral Interviewing Skills



This is a relatively new mode of job interviewing. The premise behind behavioral interviewing is that the most accurate predictor of future performance is the past performance in similar situations. Behavioral interviewing is said to be 55 percent predictive of future on-the-job behavior, while traditional interviewing is only 10 percent predictive.

### Introduction

What Is Behavioral Interview?  
How Are Behavioral Questions Different?

### 10 Reasons to Implement

Getting The Right Candidate

### 5 Easy Steps

Clearly Defined Steps To Get You Started

### Behavioral Based Questions

30 Sample Eliciting Questions

### Case Study: Hallmark Cards

07.

## Selecting Candidates



Different types of positions require different kinds of selection techniques. Choosing the right techniques will help you to recruit the best person for the position. The selection techniques you choose depend on the particular skills, attributes and knowledge required for the position.

### Introduction

What Does It Mean To Select Candidates?  
Why Be So Selective?

### Candidate Selection Process

Develop Candidate Profile

### Selection Methods

8 Candidate Testing Methods

### Get the Full Picture

Checking For References  
Use Your Network

### Making the Decision

Shared Decisions

08.

## Induction and Orientation



Orientation is an integral part of developing your organization culture. The induction process is consistent to ensure that all new staff have the same induction experience and receive the same messages.

Induction if implemented effectively reduces turnover, absenteeism and boost morale.

### Introduction

What Is Induction And Orientation?  
Why The Need For Proper Induction?

### The First Week

The First Day: Easing Them In  
Orientation Agenda  
The Company And The Job

### Casting The Line

Job Shadowing  
Work Placements

### Your Employee Manual

Clarity On Values  
An Essential Start

### Getting Manager Buy-in

09.

## Performance Review



It is important not only for your staff to feel, appreciated, but also for they feel they're progressing steadily in their careers. Performance Review is essential as

these reviews can be for the growth of the organization and the well-being of its staff, many managers remain uncomfortable with the entire process.

### Introduction

What Is Performance Review?  
Why Review Performance?

### Steps to Performance Review

P.A.R.A.D.E  
How To Make It Work

### Performance Review Methods

MBO  
Job Rating  
BARS  
Ranking  
360 Degrees

### Do's and Don'ts

### Impact of Performance Review

10.

## Managing Performance



Performance management is an activity of tracking performance against targets and identifying

opportunities for improvement but not just looking back at past performance. The focus of performance management is in the future - what do you need to be able to do and how can you do things better? Managing Performance is about managing for results.

### Introduction

What Is Performance Management?  
The Need For Performance Management

### Performance Mgmt Process

5 Key Areas In Performance Mgmt

### PDP Meeting

Planning And Preparation  
During The Meeting  
Follow Up After

### Outcomes To Performance Mgmt

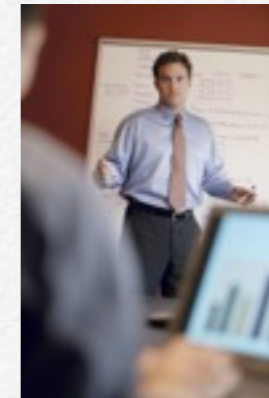
Impact on Staff And Results

### A Few Things to Mind

Watch Out On Unintentional Messages

11.

## Building Competencies



Building Competencies In every job, some people perform more effectively than others. Superior performers do their jobs differently and possess different characteristics or "competencies", than average performers

do. A competency is a personal characteristic (skill, knowledge, trait, motive) that drives behavior leading to outstanding performance.

### Introduction

What Does Building Competencies Mean?  
Why The Need For Competency?

### Types of Competencies

Behavioral Competencies  
Technical Competencies

### ABC's of Competency Model

Organization Goals And Mission  
Performance Analysis  
Implementation

### Application of Competency Model

### Employee Classification

Sample Competency Rating Forms

12.

## Planning Training



Development and execution of a well-conceived training plan is the cornerstone upon which a successful training program rests. Managers need to assess the training needs and requirements of their team as well as to plan their training and growth.

### Introduction

What Does Planning Training Mean?  
Adult Learning Concepts

### Access Your Training Needs

The Different Methods  
Tying To Your Company's Goals

### Approaches to Training

Implementing Across Organization

### Choosing Training Course

Reinforcements  
Measuring Results

### Case Study

Citrin Cooperman Accounting Firm

# MWS Tracks

## Competencies in Action



Competencies give clear messages to staff about the behaviors required by their business. Competencies are the state or quality of being adequately or well qualified to perform a task. A person gains competency through education, training, experience, or natural abilities. Skills and Competencies are needed to Succeed in today's workplace.

01.

## Managing Vision and Purpose



Sound missions and visions motivate and guide people on how to allot their time and how to make choices. As im-

portant as the vision, mission and strategy might be, communicating and managing them is even more critical.

### Introduction

Definition  
Importance

### Developing Vision and Purpose

Real Example  
Amplify The Benefits

### Toward a Better Workplace

Make It Part Of Your Business In 6 Steps

### Knowing Where you Stand

Check Your Proficiency

### Vision And Purpose in Practice

6 Key Principles  
Avoiding The Pitfalls

02.

## Strategic Agility



People who can produce good results in short terms are more than visionary strategist. Most organizations do

pretty well what they do today. It's what they need to be doing tomorrow that is but it is what missing.

### Introduction

What Is Strategic Agility?

Why Do We Need Strategic Agility?

### Definition

Traditional Enterprise

### The 3 Enablers

Strategic Sensitivity

Resource Fluidity

Collective Commitment

### The Toxic Side Effects

The Erosion Of Success Factors

### The Eastman Kodak Story

The Strategic Agility Gap Assessment

03.

## Dealing with Ambiguity



According to studies, 90% of the challenges for the mid - management and above are ambiguous – it's neither clear what the problem is nor what the solution

is. The higher level you go, the more ambiguous things get and learn on how to deal with ambiguity.

### Introduction

What Is Dealing With Ambiguity?

### From different perspectives

Ambiguity Is Unavoidable

Ambiguity And Anxiety

### Dealing with Ambiguity in life

Who Can Handle Ambiguity?

5 Simple Steps To Deal With Ambiguity

### Dealing with Ambiguity at work

7 Strategies In Dealing With Ambiguity

Handling Ambiguity In Dialogue

### Ambiguity as Competency

04.

## Action Oriented



One mission critical competency for today and the future is action orientation. The need for speed and agility in the marketplace means that those who hesitate

will be overtaken by those who don't. Most successful senior managers count action orientation as one of their strength. The hesitation mainly comes from perfectionism, procrastination or risk avoidance.

### Introduction

Improving The Action Habits

### Starting with imperfect action

Be Brave To Take Risks

6 Ways To 'Just Do It'

### Turning vision into action

Essential Strategies

### Time management & Action Plans

How To Write An Action Plan

Action Plan And Backward Thinking

### Action oriented as competency

Top 10 Tips On Being Action Oriented

05.

## Managing Through Systems



As you progress in management, your people and operations may not be in the same locale. The key to being a

good systems-based manager is to have the qualities you bring to managing people and work remains the same even if when you are not physically there.

### Introduction

What Does It Mean?

Why Remote Management?

Defining Your System

### Who is a Remote Manager?

Where Do You Stand?

Acquiring New Skills

Delegation And Empowerment

### Who is the Remote Worker?

6 Tips For The Remote Worker

### Communicate Effectively

Choose Best Means Of Communication

### Line Up Your Resources

Measure By Results

06.

## Customer Focus



In the free enterprise system, the customer is king. Those who please the clients best win. The same is true for internal clients.

Those who please them the most will always win. Winners are always customer-oriented and responsive. The only way your business thrives is when your workforce is totally committed to your customers delight.

### Introduction

What Is Customer Focus?

Customer Focus Is Not Customer Service

Understanding Customer Expectations

### Why? Why? Why?

Why Customer Focus?

How Does Your Future Look Like?

### Definition

What Does It Mean As A Competency?

### 12 Key Steps

Your Customer Chart

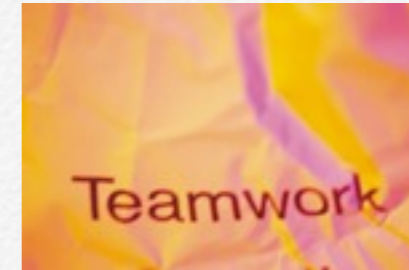
### Impact on Business

Customer Loyalty

Exceeding Expectations

07.

## Teamwork



Teamwork is essential for competing in today's global arena, where individual perfection is not as desirable as

a high level of collective performance. Not all groups in organizations are teams, but all teams are groups. A group qualifies as a team only if its members focus on helping one another to accomplish organizational objectives.

### Introduction

What Is Teamwork?

What Is The Importance Of Teamwork?

### Understanding Teams

Types Of Teams

The 4 Different Types Of Performers

### Characteristics of Effective Teams

8 Characteristics Of Effective Teams

### How to be a team player?

Importance Of A Good Team Player

6 Action Steps To Become A Team Player

### Improving Teamwork

4 Steps To Encourage Teamwork

08.

## Accountability



Management Accountability is the expectation that managers are responsible for the quality and timeliness of program performance, increasing productivity, controlling costs and mitigating adverse

aspects of organization operations, and assuring that operations are managed with integrity.

### Introduction

Holding People Accountable  
Accountability: A Case History  
Impact of Accountability In Business

### Definitions

Accountability vs. Responsibility  
Chains Of Accountability

### Workplace Accountability

Demands In Today's Workplace

### What Bother to Change?

Changing Changing Changing  
One Of The Secrets To Success

### Personal Accountability

What Must Change?

09.

## Assertiveness



To be assertive means being confident and direct when dealing with others. Assertiveness is about upholding one's own integrity and

dignity whilst at the same time encouraging and recognizing this behavior in others. Managers need to be assertive in order to be effective at work and in life.

### Introduction

Assertiveness Quiz  
Why Be Assertive?

### Communication Style

Competency Definitions  
The 5 Basic Rights

### Assertive Behavior

The 4 Characteristics Of Assertiveness

### Be Assertive!

Practice Assertiveness

### Your 10 Rights

Your Journal

10.

## Perseverance



Sticking to the course, especially in the face of pushback, is what perseverance is all about.

Perseverance is also about using a variety of ways to get things done.

### Introduction

Learn Not To Give Up

### Definitions

Persistence vs. Flexibility  
A Lesson From History

### The Icons of Perseverance

Thomas Edison  
The Apple Tree  
Keys To Wise Perseverance

### Perseverance as Competency

Competency Definitions  
Your Perseverance Scale Assessment

### 10 Ways to Raise Your Perseverance

11.

## Values and Ethics



Ethics and values are the underlying principles that guide what we say or do. We all

have a set of values and ethics but most of the times we haven't thought out them. We are on 'auto pilot' from childhood and our accumulated experiences. All organizations have a set of reasonable consistent values and ethics that they adopt and operate under.

### Introduction

Effects Of Being Ethical In Business

### Definitions

Models Of Ethics And Values

How Does A Person Become Ethical?

### Harmony of 3 Agents

The Head, The Heart And The Hand

### Harmony of the 3 Realms

The Self, Company And Customer

### Key Steps To Becoming Ethical

Clarify Your Values

Revealing The Moment Of Truth

Bring Ethics To Life

12.

## Integrity and Trust



Integrity and Trust are on almost every profile. It is a basic threshold requirement to be a part of a

team. Without it, nothing else matters. Many of us simply haven't thought through the impact of our actions and decisions. It may be purely simple ignorance and moral compass that steers us for success in the future.

### Introduction

What Is Integrity And Trust?

The 12 Behaviors Of Trust

### Integrity and Trust in Business

Building Trust

Fair Competition

### Integrity and Trust in the Workplace

5 Ways To Build Trust

Integrity Self Assessment

### Building an environment of trust

Trust Building Behaviors

Challenges Facing Organizations

### Sidestepping Obstacles

## MWS Tracks

### Sales in Action



Most sales professionals “wing it,” hunting for the sale and then playing sales meetings strictly by feel; they're reacting to what they find, selling by chance. Everyone wants to succeed at sales. Most people don't. It's not that they can't. It's just that they don't know how. Sales in Action is suitable for each and every sales professionals to hone their skills and save them of years of frustrations and wasted effort.

## 01. Sales Mindset



Every sales professional should have a sales mindset. Without the right sales mindset, a sales professional will be ineffective even if he is equipped with a good or an exhaustive sales training. So, begin to inculcate the right mindset to set off to a great start in the most amazing career choice.

### Introduction

The Importance Of Sales Mindset

### The Right Sales Mindset

6 States Of Mind  
Sales Ethics

### Traditional vs New Sales Mindset

Cut Loose From Old Sales Thinking

### Develop Sales Mindsets

The CEO Mindset  
The Competitive Mindset  
The Negotiating Mindset

### Obtaining the Right Mindset

3 Easy Steps

## 02. Generating Leads



Lead generation is a marketing term that refers to the creation or generation of prospective consumer interest or inquiry into a products or services of a business. Often, lead generation is associated with marketing activity targeted at generating sales opportunities for an organization's sales force.

### Introduction

What Is Generating Lead?  
Why Generate Leads?  
Types Of Leads

### Leads Qualifications

What Is Your Focus?

### Plan! Plan! Plan!

Generating Leads  
Lead Generation Systems

### Lead Generation Strategy

Sphere Of Influence

### Lead Generation Management

Test And Measure  
Copywriting Tips

## 03. Cold Calling



Cold calling is the process of approaching prospective customers or clients, typically via telephone, who is not expecting such an interaction. The word "cold" is sometimes thought of as being used because the person receiving the call is not expecting a call or has not specifically asked to be contacted by a sales person.

### Introduction

What Does Cold Calling Mean?  
Why Cold Selling?

### Do It Right!

How To Cold Call Properly?  
8 Simple Ways To Get Started

### Cold Calling Steps

### Writing Your Cold Calling Script

5 Simple Steps To Write Your Script

### Tips to Better Cold Calling

04.

## Power Intro



Make a Powerful Impact and first impression when meeting your potential clients for the first time. Designing your introduction sales pitch to capture the imagination of your clients is the one of the most essential skills for

any sales professional.

### Introduction

What Does Power Intro Mean?  
Why Do We Need To Power Intro?

### Delivering Your Power Intro

First Impression Engaging The 3Vs

### 8 C's of Power Intro

Simple Tips To Get Started With

### Prepare your Power Intro

Prepare Your Introduction  
Anatomy Of An Introduction

### What Not To Do

Pitfalls To Avoid During An Introduction

05.

## Telemarketing



A strong telemarketing and/or telesales team is an asset to every organization. Most organizations can include simple telemarketing strategy to further enhance their marketing and

sales performance. Here are the basic tips and techniques to start you off.

### Introduction

What Is Telemarketing?  
The Categories: B2B And B2C.

### Advantages of Telemarketing

How Telemarketing Can Help Build Your Business

### Effective Telemarketing

Making The Most Out Of It

### The Basics

The 4 Stages Of A Telemarketing Call

### Writing Script

Sample Scripts  
Practice Writing Scripts

06.

## Email Selling Techniques



The majority of international trade communications these days, including selling and marketing, is facilitated through

e-mail. It is a highly-focused medium that gets your message straight to the target. Being able to utilize e-mail effectively is key to successful selling today.

### Introduction

What Is Email Selling?  
What Makes Email Selling Different?

### Effective Email Selling

8 Ways To Effective Email Selling

### 5 Rules to Look Out For

How To Avoid SPAM Traps

### Anatomy of Effective Email

Creating The Opening Hook  
Sample Email

### Make Your Readers Read

Handy Checklist  
What To Avoid

07.

## Probing Skills



Your main purpose as sales professional is to solve your clients' needs, something which can't be done with a

generic pitch. When you are connected to a prospect, you already know your product, but you don't know that person's needs. The key to selling is to remember to spend your time on a sales call gently probing to learn about these needs.

### Introduction

Why Probe?

### How to Probe?

Simple Tips To Get Started

### Types of Probe

5 Types Of Probing Approach

### Probing Techniques

Different Types Of Probes

### Overcoming Obstacles

Essential Points To Hone Your Skills

08.

## Sales Closing Techniques



Research has found that nine out of ten sales professional reach the end of their sales

process before 80% of their customers are ready to buy. Discover powerful selling techniques, sales closing tips and secrets which are used by the top sales professionals.

### Introduction

Who Are Your Sales Mentor?

### Sales Closing Mindset

Appreciating The End Of The Process  
Beyond Techniques

### Closing Techniques

10 Types Of Closing Techniques

### Buttoning Up

What To Do At The End Of The Sales

### Sales Closing Tips

7 Simple Tips To Help You Close

09.

## Handling Objections



An objection is an explicit expression, by a customer, that a barrier exists between the current situation and what

she needs to engage your services. In other words, it is a clear signal that you have more work to do in the selling process. Overcome the objections and make advances towards gaining commitment from your prospects are essential in concluding a deal.

### Introduction

What Are Objections?  
Why Clients Object?

### Right Attitude

What Does It Take?  
The LACE Method

### Types of Objections

The Different Categories

### Techniques of Handling Objections

12 Different Ways

### Effective Strategies

Dealing With Price Objections  
6 Different Price Perspectives

10.

## Relationship Selling



Relationship selling is based on win-win methods that create sustainable relationships. The problem with one-off selling in a

situation where you want the customer to come back again is that if they are at all unhappy then will go elsewhere next time. Worse still, they may warn their friends not to buy from you either.

### Introduction

What Is Relationship Selling?

### What Influences People

5 Things You Can Do

### Ways to form relationships

Maintain Contact

Listen To The Emotional Cues

### Create High-Value Relationship

Understand Client Priorities

Establish Your Network

### Ten Tips for Relationship Selling

Customer Centered Selling

11.

## Networking Skills



To some, networking simply means meeting or calling someone new for what might be a one-off discussion or

event. However, networking has a much wider definition. In fact, it can be a major social and life skills which are used in both organizational and a personal settings.

### Introduction

What Is Networking?

Why Do We Network?

### Ways to Network

9 Simple Ways To Get Started

### 5 Traits of Master Networkers

### Building Mutually Beneficial Networks

Adopting Win-Win Relationship

Networking Observation Sheet

### Missteps to Networking

Avoiding The Pitfalls

12.

## Nurturing After Sales



People tend to do business with those they like and trust. Have you ever walked away from a transaction

because you did not trust the salesperson to deliver what was being promised? And conversely, haven't you found yourself going back again and again to do business with helpful and honest sales people?

### Introduction

What Is The 'Wow' Factor?

### Nature & Purpose

An Ongoing Process

### Service Quality Strategy

Moments Of Truths

Build Trust

Value Add

### The Rewards

Building On Your Goodwill

### Service Attitude

10 Key Elements Of After Sales Service

# MWS Tracks

## Innovation in Action



There is an increasing need for innovation in today's organization. To stay current in a yesterday's world. Be it in terms of organizational structure, product/services or mindset. Innovation also sends a positive message about the organization.

### 01. Innovation and Organization



Innovation is not just the invention of a new idea, but it is actually "bringing it to market", putting

into practice and exploiting it in a manner that leads to new products, services or systems that add value or improve quality. It possible involves technological transformation and management restructuring.

#### Introduction

The Concept Of Innovation

#### Innovation and Organization

Is Innovation About Profits?

Innovation In Organizational Context

#### Innovation and Managers

Characteristics Of Supportive Managers

The Role Of A Manager As A Trendsetter

#### Innovation and Employees

Trigger Employee Driven Innovation

Rewarding Innovation

#### Innovation and Management Process

4 Steps to Innovation

### 02. Nurture Innovation



Organizations are mainly made of human beings. An innovative organization is a group of people intentionally

organized to accomplish an overall, common goal. They range from a size of 2 to tens of thousands. If you desire to have a creative organization from which innovations emerge, nurture creative people.

#### Introduction

Cultivating A Nurturing Environment

#### Developing Creative People

Creativity Process

Components Of Creativity

Managing Creativity

#### Creative Groups

Group Creativity And Thinking Styles

Group Code Of Conduct

#### Creative Climate

7 Ways To Organizational Enrichment

#### Creativity Challenge

When Conflicts Happen

03.

### Idea Generation



An idea is just whatever is before the mind when one thinks. Very often, ideas are construed as representational images. New idea

generation referred as creativity by individuals and teams is the starting point for innovation, the first is a necessary but not sufficient condition for the second.

#### Introduction

Idea, Creativity And Innovation

#### Mental Preparation

Techniques To Prepare Our Minds

#### 5 Sources of Innovative Ideas

Be Inspired By The 5 Sources

#### Idea Generating Techniques

5 Effective Ways To Generate Ideas

#### Encouraging Idea Generation

Putting It Into Practice

Support Innovators

04.

### Opportunity Recognition



Defined as "the match between an unfulfilled market need and a solution that satisfies the need".

Recognition triggers the evaluation that moves an idea down the long and often bumpy road toward commercialization.

#### Introduction

Value And Opportunity

#### Opportunity Recognition

Buyer Utility Map

Perceptual Map

#### Opportunity Evaluation

3 Key Questions To Ask

#### Opportunity Realization

A True Entrepreneur Innovator

Idea Champions

Support Network

#### Opportunity Documentation

Building A Business Case

Elevator Speech

05.

### Enterprise Idea Management



Generating ideas are ensures that organizations take each opportunity to innovate and progress.

Organizations must take proactive steps to implement an integrated Idea Management Systems to capture these ideas and measure the results.

#### Introduction

Critical Competitiveness

#### Integrated System Collaboration

Idea Floating

Evaluating And Implementation

#### Troubleshooting the System

The 7 Dimensions

#### Enriching The environment

Case Study: Google

8 Methods To Stimulate Idea Generation

#### Indisputable Facts

06.

## Managing Innovation



Innovation is driven by the ability to see connections, to spot opportunities and to take advantage of them.

The ability for organizations to capture, share and transfer their ideas, knowledge and experiences is an invaluable tool to preserve and forge ahead in their quest for innovation and competitive edge.

### Introduction

Defining Knowledge Management

### Definitions & Insights

Data-Information-Knowledge

Tacit vs Explicit Knowledge

3 Myths About Knowledge Management

### Knowledge Transfer

The 3 Enablers

Barriers To Knowledge Transfer

### Knowledge Sharing

Value Proposition

### KM Measurement

4 Ways To Measure Impact

07.

## The New Leader



Developing your career as an innovative leader/manager requires you to take control, plan ahead and focus

on the things that will really make a difference. The way of the Innovation Leader is not to focus on “keeping people from screwing up” but to help people be their innovative best, to help them to be great!

### Introduction

What’s The Difference?

### The First ten Days

The Potential Pitfalls

The Action Plan

### Leading an Innovation Team

Personal Attributes

Assessment Of Your KABC

### New Leadership Styles

Appropriate Leadership Style

### Motivating Individuals

Antecedents

Consequences

08.

## Leading Innovation



Managers live in a paradoxical world of having to simultaneously control day-to-day

operations while encouraging appropriate risk taking. Leading innovation is about aligning energy through a compelling vision of the future. The willingness to change is a function of how attractive the future is, the cost of inaction and confidence in one’s ability to perform in the new world.

### Introduction

The Innovative Leadership

### Fixing the Culture

4 Ways To Inculcate The Culture

### Changing Culture

6 Tips For Changing Culture

### Leaders Roles

Establishing Strategic Direction

### Ambidextrous Organizations

Exploring And Exploiting

Creating The Ambidextrous Organization

09.

## Culture and Rewards



A reward scheme can make or kill an innovation initiative. Considering the amount of effort that goes

into launching an idea management process in many companies, it is essential to get the rewards right to inculcate a culture of growth, progress and innovation.

### Introduction

Culture Of Innovation Defined  
Impacts Of Innovation

### Organizational Culture

Dimensions Of Culture  
Success Keys

### Motivate to Innovate

The Fear Factor

### Reward System Components

5 Types Of Rewards

### In A NutShell

The 3M Approach  
A Recap

10.

## Framework for Innovation



Even in challenging economic times, innovation remains the top priority for many companies. It has been increas-

ingly recognized as an important success factor by businesses over the past 30 years. Innovation is here to stay! Sustainable innovation brings lasting value added value to the organizations, its shareholders and society as a whole.

### Introduction

Fast Track Managers

### Integrated Innovation Framework

Getting It Right With The 6Ps  
Vital tips And Techniques

### Technologies

Sustainable Approach To Innovation

### Implementation

The PDCA Cycle  
Managing Plan, People And Performance

### Critical Success Factors

12 simple ways

11.

## Process Innovation



Business must come to grips with the importance of innovation. But how does an organization

ensure that it goes about “innovation” in a consistent way and then achieves the benefits associated with effective innovation. Innovation is not a lucky flash of inspiration or a unique skill set mastered by a fortunate few. With process innovation, you will have a step by step approach.

### Introduction

What Is Process Innovation?

### Process Innovation Framework

5 Clear Steps To A Total Framework

### Innovation as Organizational Change

Culture And Paradigm Shift

### Beyond Process Design

Appreciating The Process

### Overview of Key Messages

Essentials To Get You Started

12.  
Open Innovation



Open innovation means treating innovation like anything else — something that can be bought and sold on the open market, not just produced and used within the boundaries of the organizations. It is the art of leveraging on internal and external innovations to achieve business sustainability and success in the future.

**Introduction**  
What Is Open Innovation?

**Closed vs. Open Innovation**  
Close Innovation Failure In 21st Century  
Open Innovation Principles

**From Closed to Open Innovation**  
Open Innovation Enablers: The 3 Os

**Sources of Innovation**  
Peter Drucker’s 7 Principle

**Key Success Factors**  
The 5 Essential Keys For Success

MWS Workshops and Framework

MWS Learning Frameworks are specifically designed to achieve an actionable structured approach for workforce training.

The Framework covers the 3 critical areas of skills development:

- 1. Managing Self
- 2. Managing Others
- 3. Managing Performance



And within each of these 3 Learning Programs are modules that you can choose to implement within your organization. The modules cover essential and vital titles to meets with its intended learning objective.

Managing Self	Managing Others	Managing Performance
<ul style="list-style-type: none"><li>• Self Mastery</li><li>• Personal Productivity</li><li>• Communication</li><li>• Empowerment</li></ul>	<ul style="list-style-type: none"><li>• Interpersonal Power</li><li>• Leading Change</li><li>• Develop Team</li><li>• Effective Team</li><li>• Leading Team</li><li>• Resolving Conflict</li></ul>	<ul style="list-style-type: none"><li>• Quality</li><li>• Result Oriented</li><li>• Organizational Culture</li></ul>

The Development Programs helps create the momentum and a common platform for the whole organization to learn continuously. MWS offers a flexible solution to meet every need of big and small organizations alike. Take this exciting opportunity to challenge and inspire your organization to new heights today.

Managing Performance	Quality	Result Oriented	Organizational Culture
12 hours/ module	Customer Focus Ethics And Values Integrity And Trust	Imagineering Strategic Agility Managing Through Systems	Managing Vision & Purpose Culture of Empowerment Perseverance
Managing Others	Interpersonal Power	Leading Change	Develop Team
16 hours/ module	Managing Boss Motivating Others State Management Congruency	Execute Change The Art of Questions Figuring Out People Sensory Acuity	Induction And Orientation Teamwork Planning Training Building Competencies
	Leading Team	Effective Team	Resolving Conflicts
	Action Oriented Power Persuasion Coaching Dance Constructive Feedback	Building Team Delegating Effectively Getting Results	Dealing With Difficult People Handling Discipline Perceptual Flexibility The Framing Games
Managing Self	Self Mastery	Personal Productivity	Communication
20 hours/ module	Winning Attitude Mastering Success Positive Mental Attitude Minimizing Work Stress Work-Life Balance	Write Effortlessly Manage Time Getting Organized Effective Meeting Accelerated Learning	Communicate Clearly Building Rapport Active Listening Speak with Power Business Etiquette
	Empowerment		
	Creative Thinking Decision Making Dealing With Change Assertiveness Accountability		

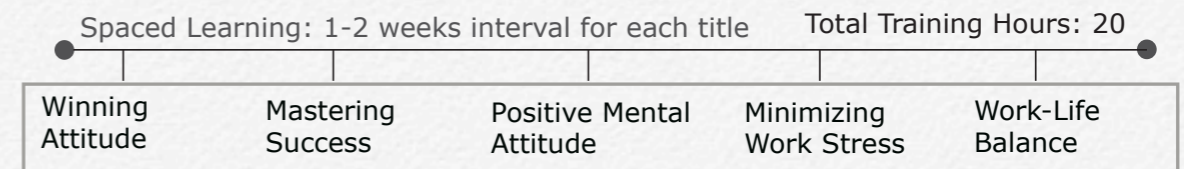
**For Workplace Excellence**

# Managing Self Modules

Managing Self Modules	Self Mastery	Winning Attitude Mastering Success Positive Mental Attitude Minimizing Work Stress Work-Life Balance	Managing Self  • Self Mastery • Personal Productivity • Communication • Empowerment
	Personal Productivity	Write Effortlessly Manage Time Getting Organized Effective Meeting Accelerated Learning	The Managing Self Development Programs consisting of 4 separate modules are specifically designed to help individuals within organizations to fully learn the essential skills in order to operate effectively at work.  Each module consists of 5 titles that are carried out every week to ensure spaced learning and continuity.
	Communication	Communicate Clearly Building Rapport Active Listening Speak With Power Business Etiquette	
	Empowerment	Creative Thinking Decision Making Dealing With Change Assertiveness Accountability	

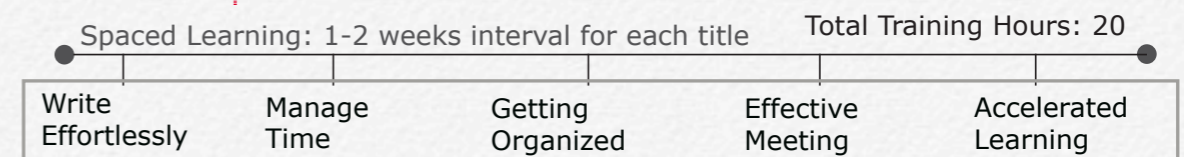
## Self Mastery

Learning Objective	At the end of the training sessions, the participants, within the work environment; will be able to empower themselves to handle challenging and stressful situations with grace and resourcefulness.
Learning Outcomes	<ol style="list-style-type: none"> <li>1. To choose a resourceful state of mind</li> <li>2. To recognize when he/she is under stress and take action to minimize stress.</li> <li>3. To understand and adopt the traits and characteristics required to be successful at work</li> <li>4. Able to set goals in life and at work.</li> </ol>
Audience	The whole workforce



## Personal Productivity

Learning Objective	At the end of the training sessions, the participants, within the work environment; will be able to increase their personal productivity.
Learning Outcomes	<ol style="list-style-type: none"> <li>1. Identify the main obstacles to maximizing personal productivity.</li> <li>2. Understand the components of productivity and their interdependencies.</li> </ol>
Audience	The whole workforce



Communication

Learning Objective	At the end of the training sessions, the participants, within the work environment; will be able to communicate eloquently and effectively.				
Learning Outcomes	<div>1. Achieve results in your communications with others</div> <div>2. Communicate effectively using simple, concise and direct language</div> <div>3. Enhance your active listening skills to anticipate and avoid common misunderstandings</div> <div>4. Eliminate the roadblocks that undermine your ability to communicate effectively</div>				
Audience	The whole workforce				
<div>Spaced Learning: 1-2 weeks interval for each title</div> <div>Total Training Hours: 20</div>					
<div>Communicate Clearly</div> <div>Building Rapport</div> <div>Active Listening</div> <div>Speak with Power</div> <div>Business Etiquette</div>					

Empowerment

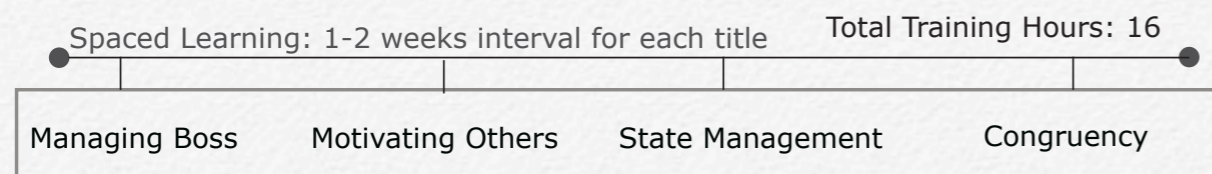
Learning Objective	At the end of the training sessions, the participants, within the work environment; will be able to build their self esteem and confidence.				
Learning Outcomes	<div>1. Be more proactive at workplace</div> <div>2. Take increased responsibility and accountability over situations at work</div> <div>3. Be able to bring probable solutions, and not just the problems.</div>				
Audience	The whole workforce				
<div>Spaced Learning: 1-2 weeks interval for each title</div> <div>Total Training Hours: 20</div>					
Creative Thinking	Decision Making	Dealing with Change	Assertiveness	Accountability	

Managing Self Modules

Managing Others Modules	Interpersonal Power	Managing Boss Motivating Others State Management Congruency	<div>Managing Others</div> <div><ul style="list-style-type: none"><li>• Interpersonal Power</li><li>• Leading Change</li><li>• Develop Team</li><li>• Effective Team</li><li>• Leading Team</li><li>• Resolving Conflict</li></ul></div> <div>The Managing Others Development Programs consisting of 6 separate modules are specifically designed to help individuals within organizations to work effectively with everyone.</div> <div>Each Module consists of 4 titles that are carried out every week to ensure spaced learning and continuity.</div>
	Leading Change	Execute Change The Art Of Questions Figuring Out People Sensory Acuity	
	Develop Team	Induction And Orientation Teamwork Planning Training Building Competencies	
	Leading Team	Action Oriented Power Persuasion Coaching Dance Constructive Feedback	
	Effective Team	Building Team Delegating Effectively Getting Results Managing Performance	
	Resolving Conflict	Dealing With Difficult People Handling Discipline Perceptual Flexibility The Framing Games	

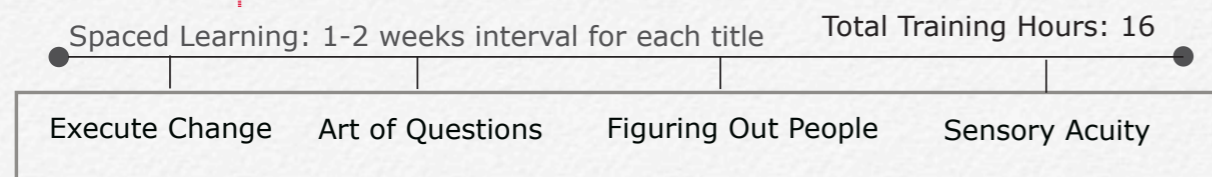
## Interpersonal Power

Learning Objective	At the end of the training sessions, the participants, within the work environment, will achieve what is required to work efficiently with everyone.
Learning Outcomes	<ol style="list-style-type: none"><li>1. Recognize what motivates others and to respond favourably</li><li>2. Condition your self to be congruent with your mind and body</li><li>3. Utilize the best states for optimum results</li><li>4. Prioritize and recognize how to handle your peers and superiors</li></ol>
Audience	The whole workforce



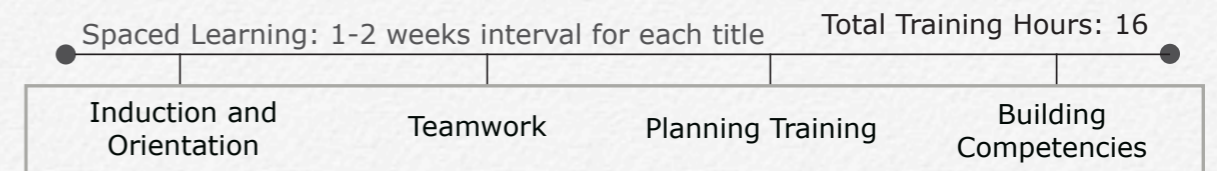
## Leading Change

Learning Objective	At the end of the training sessions, the participants, within the work environment, will be able to initiate, manage and lead change efforts.
Learning Outcomes	<ol style="list-style-type: none"><li>1. Apply skills to proactively lead change</li><li>2. Use advance questioning patterns to elicit challenges and issues</li><li>3. Apply change principles and techniques</li></ol>
Audience	Managers, Supervisors, and Leaders



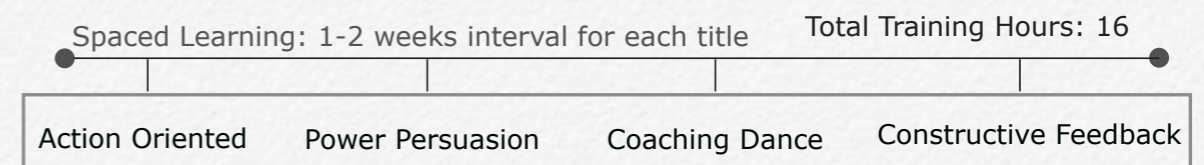
## Develop Team

Learning Objective	At the end of the training sessions, the participants, within the work environment; will be able to build and develop team.
Learning Outcomes	<ol style="list-style-type: none"><li>1. Understand the stages of team development</li><li>2. Understand the different roles and responsibilities within teams</li><li>3. Identify, plan and build the competencies to achieve the desired results</li><li>4. Identify effective Team Behavior</li></ol>
Audience	Managers, Supervisors, and Leaders



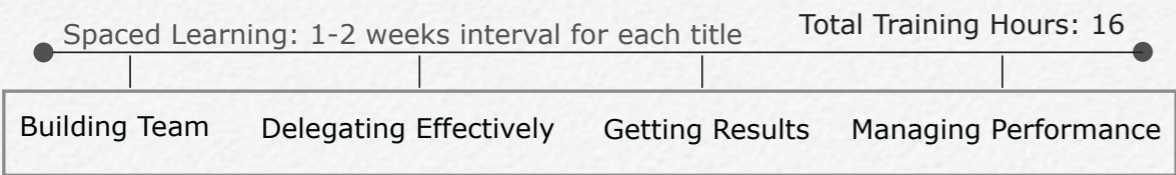
## Leading Team

Learning Objective	At the end of the training sessions, the participants, within the work environment; will be able will be able to lead a high performance team.
Learning Outcomes	<ol style="list-style-type: none"><li>1. Able to take steps towards the set objectives</li><li>2. Take increased responsibility in influencing others to do what needs to be done</li><li>3. Able to coach team members.</li><li>4. Use of constructive feedbacks to motivate team members to improve</li></ol>
Audience	Managers, Supervisors, and Leaders



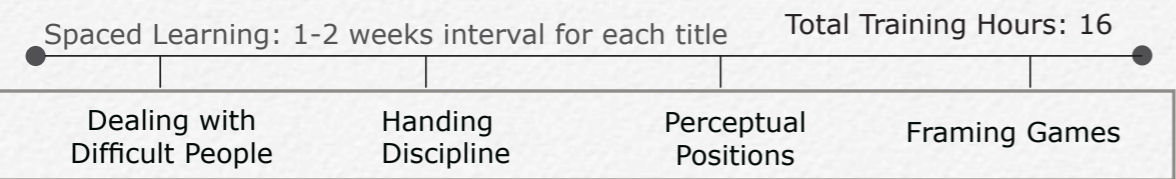
Effective Team

Learning Objective	At the end of the training sessions, the participants, within the work environment; will be able to guide and direct team members to meet set goals.
Learning Outcomes	<div><div>1. Understand systematic team work</div><div>2. Understand why teams fail and learn to avoid these mistakes</div><div>3. Able to give clear and actionable instructions to getting results</div></div>
Audience	Managers, Supervisors, and Leaders



Resolving Conflict

Learning Objective	At the end of the training sessions, the participants, within the work environment, will be able to resolve conflicts between team members and colleagues.
Learning Outcomes	<div><div>1. Identify factors that create conflicts in the workplace</div><div>2. Understand basic behavioral styles and know how to adjust to each for conflict prevention</div><div>3. Learn and appreciate perspectives of different people.</div></div>
Audience	Managers, Supervisors, and Leaders



Managing Performance Modules

Managing Performance Modules

Quality	Customer Focus Ethics and Values Integrity and Trust
Result Oriented	Imagineering Strategic Agility Managing Through Systems
Organizational Culture	Managing Vision and Purpose Culture of Empowerment Perseverance

Managing Performance

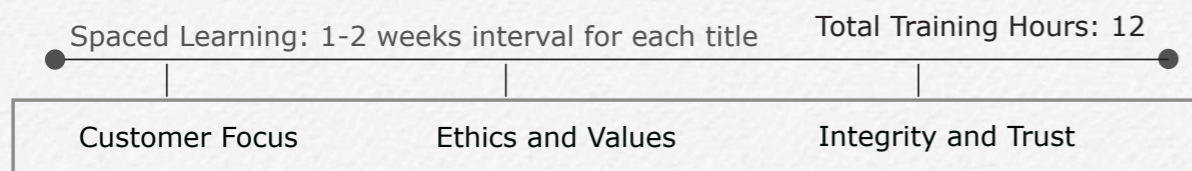
- Quality
- Result Oriented
- Organizational Culture

The Managing Performance Development Programs Consisting of 3 separate modules are specifically designed to help individuals within organizations to achieve results.

Each Module consists of 3 titles that are carried out every week to ensure spaced learning and continuity.

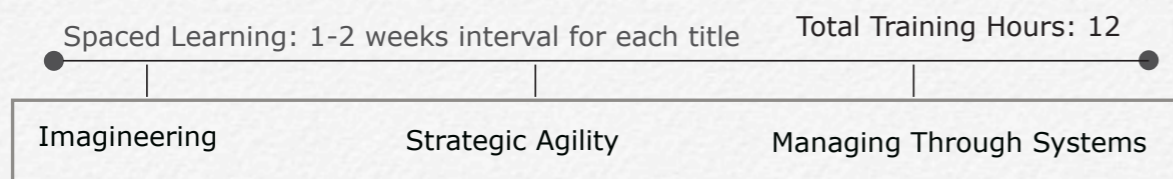
## Quality

Learning Objective	At the end of the training sessions, the participants, within the work environment, will be able to acquire the essential competency in delivering quality to its customers.
Learning Outcomes	<ol style="list-style-type: none"><li>1. Understand and appreciate customer's expectations and strive to meet and exceed them.</li><li>2. Inculcate the values essential to putting customers first by advocating ethical business practices</li><li>3. Instil integrity and trust in the organization</li></ol>
Audience	Executives, Managers, Senior Managers



## Result Oriented

Learning Objective	At the end of the training sessions, the participants, within the work environment; will be able to make concerted effort to achieve the outcome of the organization.
Learning Outcomes	<ol style="list-style-type: none"><li>1. Understand and establish the benchmark for greatness through learning Disney's Imagineering strategy.</li><li>2. Identify the key enablers for organizations to be agile to face market demands.</li></ol>
Audience	Executives, Managers, Senior Managers



## Organizational Culture

Learning Objective	At the end of the training sessions, the participants, within the work environment; will be able to inculcate a conducive workplace for growth.
Learning Outcomes	<ol style="list-style-type: none"><li>1. Able to communicate the vision and purpose of organization</li><li>2. Enabling and empowering your workforce to take the necessary actions to achieve the organizational goals</li><li>3. To develop tenacity and perseverance in management to deal with challenges in any growing organization</li></ol>
Audience	Executives, Managers, Senior Managers

