

MODULE STRUCTURE: PERSONAL DEVELOPMENT

No. 1	PERSONAL DEVELOPMENT	
<p>CLASS</p> <p>(In person OR online)</p> <p>(4 hours)</p> <p>(Each session is 45 minutes Lecture, 15 minutes Q&A and 15 minutes break)</p>	<p>Class Session 1</p>	<p>INTRODUCTIONS & CONTEXT-SETTING</p> <p>SUCCEEDING IN IR4.0 <i>Understanding the future of work, and how to become that excellent human talent for the age of smart machines.</i></p>
	<p>Class Session 2</p>	<p>A WINNER’S MINDSET – Part 1 <i>Understand why you critically need a growth mindset, and the 6 critical steps for developing yours.</i></p>
	<p>Class Session 3</p>	<p>A WINNER’S MINDSET – Part 2 <i>...continuation</i></p>
<p>TUTORIAL</p> <p>(Maximum 15 per group)</p> <p>(4 hours)</p> <p>(In person OR online)</p> <p>(Worksheets, individual exercises, group exercises, games and puzzles, sharing, feedback and 20 minutes break)</p>	<p>Tutorial Session 1</p>	<p>DEVELOPING A WINNER’S MINDSET <i>Individually work through the first 2 steps, and share insights with the group:</i></p> <ul style="list-style-type: none"> <i>i) Bold, Meaningful Purpose</i> <i>ii) Building a Powerful Mind</i>
	<p>Tutorial Session 2</p>	<p>DEVELOPING A WINNER’S MINDSET <i>Individually work through the first 4 steps, and share insights with the group:</i></p> <ul style="list-style-type: none"> <i>iii) Developing Good Habits</i> <i>iv) Removing Bad Habits</i> <i>v) Taking Responsibility & Taking Action</i> <i>vi) Committing to Lifelong Learning</i>

MODULE STRUCTURE: COMMUNICATION SKILLS

No. 2	COMMUNICATION SKILLS	
<p>CLASS</p> <p>(In person OR online)</p> <p>(4 hours)</p> <p>(Each session is 45 minutes Lecture, 15 minutes Q&A and 15 minutes break)</p>	<p>Class Session 1</p>	<p>INTRODUCTIONS & CONTEXT-SETTING</p> <p>ART OF PERSUASION – Part 1 <i>Connect with your audience by understanding how they think, building rapport, and building trust.</i></p>
	<p>Class Session 2</p>	<p>ART OF PERSUASION – Part 2 <i>Persuading your audience to get what you want, by structuring powerful arguments, and activating their motivation.</i></p>
	<p>Class Session 3</p>	<p>10 STEPS TO BECOMING A CONFIDENT SPEAKER <i>Self-awareness, situational awareness, body language, tone, content, phrasing, charm, power, pitfalls to avoid, and continuous improvement.</i></p>
<p>TUTORIAL</p> <p>(Maximum 15 per group)</p> <p>(4 hours)</p> <p>(In person OR online)</p> <p>(Worksheets, individual exercises, group exercises, games and puzzles, sharing, feedback and 20 minutes break)</p>	<p>Tutorial Session 1</p>	<p>PERSUASION IN ACTION! <i>Group Exercise: Your team will be given a scenario with a persuasion task. Structure and execute your persuasion event. Learn through constructive criticism of your persuasion exercise, and those of the other teams.</i></p>
	<p>Tutorial Session 2</p>	<p>SHINE THROUGH WHEN SPEAKING <i>Individual Exercises: Practice excelling in the top 10 communication opportunities at work, to elicit positive first impressions, and develop an impressive personal brand.</i></p>

MODULE STRUCTURE: CAREER MANAGEMENT

No. 3	CAREER MANAGEMENT SKILLS	
<p>CLASS</p> <p>(In person OR online)</p> <p>(4 hours)</p> <p>(Each session is 45 minutes Lecture, 15 minutes Q&A and 15 minutes break)</p>	<p>Class Session 1</p>	<p>INTRODUCTIONS & CONTEXT-SETTING</p> <p>THE LONG GAME: PLANNING AN EXTRAORDINARY CAREER</p> <p>VIEW FROM THE OTHER SIDE: HOW COMPANIES CHOOSE EMPLOYEES</p>
	<p>Class Session 2</p>	<p>CREATING IMPACTFUL RESUMES AND COVER LETTERS</p> <p>LEVERAGING JOB APPS AND OTHER LEAD GENERATORS</p>
	<p>Class Session 3</p>	<p>ACE-ING THE INTERVIEW!</p> <p><i>Research and preparation, self-presentation, interview structure, interview tips and techniques, avoiding typical pitfalls, and follow-through.</i></p>
<p>TUTORIAL</p> <p>(Maximum 15 per group)</p> <p>(4 hours)</p> <p>(In person OR online)</p> <p>(Worksheets, individual exercises, group exercises, games and puzzles, sharing, feedback and 20 minutes break)</p>	<p>Tutorial Session 1</p>	<p>SHINE THROUGH IN WRITING</p> <p><i>Individual Exercises: Practice creating written sentences for cover letters and resumes, which are too good to ignore.</i></p>
	<p>Tutorial Session 2</p>	<p>SHINE THROUGH IN PERSON</p> <p><i>Individual Exercises: Practice ace-ing the Top 10 interview questions.</i></p>

MODULE STRUCTURE: SUCCESSFUL ENTREPRENEURSHIP

No. 4	SUCCESSFUL ENTREPRENEURSHIP	
<p>CLASS</p> <p>(In person OR online)</p> <p>(4 hours)</p> <p>(Each session is 45 minutes Lecture, 15 minutes Q&A and 15 minutes break)</p>	<p>Class Session 1</p>	<p>INTRODUCTIONS & CONTEXT-SETTING</p> <p>DEVELOPING YOUR WINNING BUSINESS IDEA <i>Learn how to understand a market segment, develop a Blue Ocean idea for it, and evaluate its fit for YOU and for NOW.</i></p>
	<p>Class Session 2</p>	<p>TAKING YOUR IDEA TO MARKET <i>Sharpen your offer by having the right Marketing Mix 4Cs of Customer Value, Cost, Convenience and Communication. Special focus on e-commerce.</i></p>
	<p>Class Session 3</p>	<p>FROM THE SEASONED ENTREPRENEUR <i>10 does and don'ts of successful entrepreneurship today</i></p>
<p>TUTORIAL</p> <p>(Maximum 15 per group)</p> <p>(4 hours)</p> <p>(In person OR online)</p> <p>(Worksheets, individual exercises, group exercises, games and puzzles, sharing, feedback and 20 minutes break)</p>	<p>Tutorial Session 1</p>	<p>INNOVATION IN ACTION <i>Group Exercise: You will be given a familiar business, and informed of a big change to the market environment. Use the taught tools and frameworks to design your winning Blue Ocean business for this new reality.</i></p>
	<p>Tutorial Session 2</p>	<p>THE PLAN AND THE PITCH! <i>Group Exercise: Pitch your Blue Ocean business, and your Marketing Mix Plan to a panel. Gain valuable lessons from the strengths and weaknesses of your pitch, and the pitches of other teams.</i></p>