

REGISTRATION CRUCIAL CONVERSATIONS WITH RON McMILLAN

COMPANY / ORGANIZATION DETAILS

Name of Company / Organization: _____

Address: _____

Tel: _____ Fax: _____ Email: _____

PARTICIPANT DETAILS

Number of Participants: _____

Names of Participants: _____ Designations: _____

1. Mr/Ms _____

2. Mr/Ms _____

3. Mr/Ms _____

4. Mr/Ms _____

5. Mr/Ms _____

6. Mr/Ms _____

Approving Manager's Name: _____ Designation: _____

Signature & Company Stamp: _____ Date: _____

PAYMENT DETAILS

Cheque/Bank Draft No: _____

Amount: _____

Credit Card Details: American Express Visa* MasterCard* Expiry Date (MM/YY): _____

Card No: _____ AMEX ID No: _____

Name on Card: _____ *Security Code 3 digits after Card No. at reverse :

Signature (For Credit Card Payment): _____

How did you find out about this program? (please tick as many as needed)

press ad mailer fax/email banner by recommendation

others: _____

PROGRAM PARTICULARS

DATE December 8-9, 2004 (2 days)

TIME 9.00 am – 5.00 pm

FEE RM3,950 per participant

VENUE Sheraton Imperial Kuala Lumpur
For special room rates, call reservations at 03-2717 9900.

REGISTRATION OR ENQUIRY CONTACT **03-7955 1148 / 7957 6627**
Ms. Devi OR Mr. Shan at 012-366 2694

NOTE:

- a. Registrations will only be confirmed upon payment.
- b. Please make cheques, marked A/C Payee Only, payable to : **Malaysian Info-Science Sdn Bhd.**
- c. Payment must be received at least 7 working days prior to the program date.
- d. There will be no refund for cancellations. However, replacements are allowed.
- e. **Claimable under the SBL Scheme of the HRDB**

Presented by



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18, Jalan Persiaran Barat, 46050 Petaling Jaya,
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WEBSITE www.malaysianinfoscience.com

AN INTERACTIVE PROGRAM DESIGNED FOR SENIOR MANAGERS, GMs AND CEOs

December 8-9, 2004

LIVE!

Are your key employees applying **Crucial Conversations** to achieve breakthrough performance?

Crucial Conversations: The revolutionary communication skill that impacts results and relationships.

Presented by

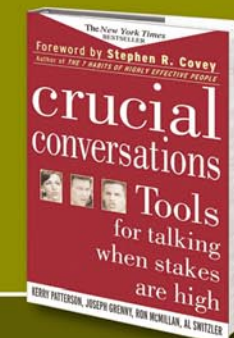


Malaysian Info-Science Sdn Bhd

In collaboration with:



VitalSmarts



Presented in person by **Ron McMillan**

Highly sought-after international speaker and co-author of the New York Times bestseller, *Crucial Conversations: Tools for Talking When Stakes are High.*



PROGRAM PARTNERS & SUPPORTERS



UEM ACADEMY



16 MIA CPE HOURS
Continuing Professional Education...
Malaysian Institute of Accountants
Institut Akauntan Malaysia



Malaysian Institute of Management



Mc Graw Hill Education



SHERATON IMPERIAL
Kuala Lumpur

3 INGREDIENTS OF CRUCIAL CONVERSATIONS: HIGH STAKES, STRONG EMOTIONS, AND OPPOSING OPINIONS.

HOW WOULD YOUR ORGANIZATION BENEFIT?

By implementing the principles and tools from this training, you will see significant improvements in:

- Business Negotiations—achieve desired outcomes in negotiations with clients, partners & suppliers.
- Strategic Planning—promote robust dialog between senior management and top leadership in developing win-win business strategies.
- Performance—giving feedback to poor performers.
- Productivity—confronting teams and individuals that consistently let you down.
- Teamwork, Change Management, Quality, Safety, Diversity, Meetings and Significant Relationships.
- And many more areas that will measurably improve your individual, team, and organizational results.

HOW OTHERS HAVE BENEFITTED

Organizations that mastered crucial conversations have made enormous improvements:

- One high-tech division improved productivity by 47% in less than twelve months.
- A large manufacturer improved quality by 9%.
- A software firm improved on-time delivery by 32%.

PROGRAM OUTLINE

- **Start With the Heart**
 - › Start with 'me', the problems, and typical issues.
- **Learn To Look**
 - › Know when safety is at risk.
 - › Focus on content and conditions.
- **Make It Safe**
 - › Increasing candor and decreasing defensiveness.
 - › Mutual Purpose and Mutual Respect.
- **Master My Stories**
 - › Identify root cause of emotions.
 - › Master emotions that destroy dialog.
- **State My Path**
 - › Speak persuasively, not abrasively.
- **Explore Others' Paths**
 - › Power up your listening, the key listening skills.
- **Move To Action**
 - › Making decisions and improving accountability.

Enron, Tyco, Worldcom, Baylor University Hospital, NASA's Columbia—names made infamous by accounting scandals, engineering disasters and medical negligence. These are just some of the major organizational disasters that have occurred in recent years.

What is telling is that these disasters could have been avoided if the organizations had paid attention to one key attribute of their cultures: *the way in which they manage crucial conversations.*

In each, leaders allowed a "culture of silence" to exist that made the consequent disasters inevitable. None of these happened overnight—the precursors were witnessed by hundreds and thousands who noticed, but said nothing.

Why? Silence in the face of potentially crucial conversations—*conversations in which the stakes are high, emotions run strong, and there are sharply opposing viewpoints*—is typically the path of least resistance in any organization.

So, unless leaders go to extraordinary lengths to counter this tremendous natural pressure people feel to remain silent, disaster is inevitable.

WHY ARE THEY CRUCIAL?

How people habitually handle crucial conversations is one of the most reliable predictors of both organizational effectiveness and, conversely, organizational disaster.

In healthy organizations, individuals at all levels speak their minds and insist that they be heard—contributing to a free-flow of information and ideas. In less healthy organizations, people silence themselves, or are silenced by the authority of others, even when the problems are apparent to dozens if not hundreds of others.

Crucial conversations lead to either success or failure. Handle them well and you are likely to succeed. Handle them poorly and you are likely to fail.

introducing crucial conversations

AN INTERACTIVE 2-DAY DISCOVERY FOR SENIOR MANAGEMENT AND TOP LEADERSHIP

Crucial conversations have the biggest impact on results. But because we care a lot about the issues and they are often delicate to handle—we tend to become emotional and consequently handle them poorly.

HOW WOULD CRUCIAL CONVERSATIONS HELP?

You need to identify the kinds of conversations that are most crucial to achieving your organization's mission success, and scrupulously hold senior leaders and key employees accountable for developing a culture in which these conversations can take place every day.

This is where the *Crucial Conversations* program would be of greatest help. The program teaches principles and skills to keep your senior leaders and key employees from moving to *silence* or *violence* during a crucial conversation.

These skills would greatly enhance your key employees' success in getting everyone's meaning into a shared pool, which significantly improves both relationships and results.

Organizations that succeed in holding crucial conversations and holding them well will not only find that they can generally avoid failure, but that they will also reap enormous boosts in performance—a result that will be unequivocally positive for all of the organizations' key stakeholders, from the most senior Board member to the most junior employee.

Now, wouldn't that be crucial for you?

WHO SHOULD ATTEND?

Crucial Conversations is specially tailored for your organization's Management, Senior Management, and Top Leadership, in order to cultivate a fundamentally new way of communicating effectively, to pave the way for a dramatic improvement in the way your organization runs.

WHAT OTHERS SAY

Crucial Conversations is one of the most powerful and useful tools I have found. Chronic communication errors are at the root of so many problems in daily life. I have seen breakthroughs with people with whom all other efforts have failed.

Michael Miller, Director, AT&T

The skills learned in *Crucial Conversations* have produced immediate and impactful results in the overall working relationships at all levels in our organization.

Russ Ford, Vice President Operations, Lockheed Martin

ABOUT RON MCMILLAN

Ron McMillan was co-founder of Covey Leadership Center, serving as Vice President of Research and Development for seven years. Ron holds advanced degrees in Sociology and Organizational Behavior, and is the co-author of the New York Times bestseller, *Crucial Conversations: Tools for Talking When Stakes are High*. He also authored other books on communication, teaming, and organizational effectiveness, including *The Balancing Act: Mastering the Competing Demands of Leadership*, and *The Six-Minute Solution: Dialogue Skills for Mastering Crucial Conversations*.

For over twenty-eight years, Ron has dedicated his work as a consultant and teacher to helping people and organizations become more effective. He had also designed, consulted, and delivered a comprehensive leadership development program on topics that included team development, personal vitality, corporate culture, quality improvement, and paradigm shifting.

A popular and highly sought after speaker, his high energy, humor, personable teaching styles, and a wide range of business expertise has seen him working with a broad variety of groups—ranging from union and first-level managers to CEOs and corporate executives. He has also been a personal coach to the presidents and senior executives of dozens of organizations.

Organizations that have benefited from his work include such notables as AT&T, Browning, Bell Helicopter, Disney Imagineering, Eli Lilly, Ford, Harley Davidson, Hewlett-Packard, Intel, Lennox, Nike, Saturn, the U.S. Air Force, and more.

