

February 7, 2007  
9.00 a.m. – 5.00 p.m.  
Hotel Istana,  
73, Jalan Raja Chulan,  
50200 Kuala Lumpur.

RM 2,500/person  
10% Early Bird discount for registration before 20<sup>th</sup> January, 2007

**The complete Listening Leadership Development System Includes :**

- Comprehensive workbook
- Listening Leadership Behaviour Inventory
- Certificate of Achievement

**Four Ways to Register**

1. Phone – Call : 03 - 21621088 Ext. 72133
2. Fax – Complete the registration form and fax to 03 - 21674611
3. Website – Online registration:  
[http://www.scicom-intl.com/eng\\_page/listeningleadersworkshopregistration.asp](http://www.scicom-intl.com/eng_page/listeningleadersworkshopregistration.asp)
4. Mail – Complete the registration form and return to  
Scicom (Academy) Sdn Bhd (427752-K)  
25<sup>th</sup> Floor, Menara TA One  
(Letterbox 22-80) 22 Jalan P.Ramlee  
50250 Kuala Lumpur Malaysia

Name : \_\_\_\_\_ Position : \_\_\_\_\_

Name of Organisation : \_\_\_\_\_

Mailing Address : \_\_\_\_\_

Street : \_\_\_\_\_

\_\_\_\_\_

Email address : \_\_\_\_\_

Phone Number : \_\_\_\_\_

Fax Number : \_\_\_\_\_

Payment Options or Direct Transfer :

- Cheque made payable to : Scicom (Academy) Sdn Bhd
- Account Number : 301-399044-001 (HSBC)
- Swift Code : HBMBMYKL

Terms and Conditions: Cancellations received up to five business days before the workshop are refundable. After that, cancellations are subject to the entire workshop fee, which you may also apply toward a future seminar. Please note that if you don't cancel and don't attend, you are still responsible for payment. Substitutions may be made at any time.

**Call: 03 21621088 Ext 72133 for further details**



**Registration Form**

The  
**Average Leader**  
Ignores, forgets, or misunderstands at least  
**75%**  
of what he or she hears.

**The RESULT = LOSS OF**

- Time
- Relationships
- Profits
- Trust
- Sales
- Respect
- Credibility
- Job
- Commitment
- and much, much more

**Learn how to consistently add value to your life in this special workshop**

# THE LISTENING LEADERS® WORKSHOP

A dynamic one-day program that will teach you how to lead more effectively through the power of listening

7<sup>th</sup> February, 2007

**scicom academy**™

On-site availability. Bring the Listening Leaders Workshop to your organisation

Call 03-21621088 Ext. 72133 or browse  
[http://www.scicom-intl.com/eng\\_page/listeningleadersworkshop.htm](http://www.scicom-intl.com/eng_page/listeningleadersworkshop.htm)  
for details



**"Excellent workshop, excellent speaker... will recommend this to others with my organization and to other companies."**  
- Tony Bell, Sales Manager, Coca-Cola



# THE LISTENING LEADERS® WORKSHOP



Sidney Yuen  
Certified Trainer  
International Listening  
Leadership Institute

Sidney Yuen is an experienced facilitator and change-agent across a variety of industries. His track record has been gained over many years through conducting business across Asia.

## 10 LIFE-CHANGING RULES TO TURN LISTENING INTO LEADERSHIP SUCCESS

You will learn a powerful and systematic three-stage approach to increase your listening and leadership attitudes, skills, and knowledge that will improve your success in all areas of your life.

### Program Outline

- I. **Listening and Leading**
  - a. How to Observe Listening Leadership in Action
  - b. 4 Simple Steps to Listen and Remember names
  - c. Learn the 3 Primary Stages of Listening Leadership
- II. **How Well Do You Listen, Lead & Succeed?**
  - a. Learn Specific Ways to Fully Prepare to Listen
  - b. The Listening Leadership Behaviour Inventory
  - c. 6 Steps to A-S-K
  - d. Assess your Personal EAR-O Level
  - e. The 10 Powerful Listening Habits
- III. **Develop Listening Leadership**
  - a. Unleash the power of the 10 Golden Rules
  - b. 5 Ways to Effectively Connect with Others
  - c. Discover how to use the Rule of 51
  - d. Four Secrets to Listening Success
  - e. How to Get Rid of Distractions
  - f. A 3-step system to concentrate and retain more
  - g. Harness the Power of Your Emotions
  - h. How to Build a Listening Organisation
- IV. **Take Meaningful Action**
  - a. Set Yourself Up For Success
  - b. Experience the Rewards of Listening Leadership
  - c. The First Track System

### Outstanding Leaders are Outstanding Listeners

Yes, it's estimated that the average leader ignores, forgets, or misunderstands at least 75% of what they hear. Is it any wonder that mistakes occur, opportunities are missed or the "I'll take care of it!" never happens. Most people are better at hearing themselves talk than listening to what others say. The value of listening is fundamental to effective leadership and team success.



## Workshop Goals - The 4 power-packed goals are :

1. Raise Your Listening Leadership Awareness: in all areas of your life
2. Receive Specific Assessment: on your Listening Leader skills
3. Apply, Apply, Apply: learn dozens of Listening Leadership tools
4. Action: Develop concrete Listening Leadership action plans to use immediately

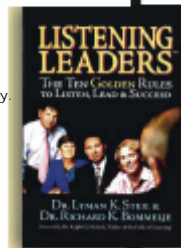
### Who Should Attend

- Managers who want the listening edge to better understand their customer's needs
- Human resource and training professionals
- Project managers and coordinators who must lead groups of people
- Staff professionals who want to add to their professional growth
- Anyone who would like to improve their ability to lead

**Sidney Yuen** is a senior executive with highly developed commercial skills that have been gained from working on 'all sides of the fence' i.e. Line and staff positions such as training manager of the Swire Group and BAT, customer service director at American Express and Director at Andersen Business Consulting and an executive director of public-listed company.

His drive and results focus are underpinned by an outstanding demonstrable track record of success that includes chairmanship of a number of professional bodies.

Some of these include Past Chairman of the Institute of Personnel & Development, Vice President of the Rotary Club, founding chairman of the HKMA Quality Award, chairman of the Call Centre Association and HK Chapter of the International Association for Outsourcing Professionals, Past Secretary of Management Consultancies Association, Senior Advisor to the Guangzhou Multi-national Corporation Club and Shanghai University.



"Listening is the primary daily activity you use more than any other thing in your life. It also is the least developed."  
- Dr. Ralph Nichols, Father of the Field of Listening

"Listening ranks among the most important and challenging of all human activities."  
- Dr. Ken Blanchard, Best-selling author, (The One Minute Manager)