



# COMMUNICATION



Effective communication is all about conveying your messages  
to other people clearly and unambiguously.

It's also about receiving information that others are sending to you,  
with as little distortion as possible.

**"A day without learning and laughter is lost"**

วันที่ปราศจากการเรียนรู้และเสียงหัวเราะ คือวันที่สูญเปล่า

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## 1. Purpose

The purpose of this document is to propose a program for your Junior through to your executive management team to improve their communication skills.

## 2. Proposed Course Title

Communication Skills Training

## 3. Introduction

In order for an organization to reap success and grow with continuum, it is vital for it to have successful communicators and we understand that regardless of the size of company you work in – a large multinational corporation, a small company or home based business – good communication skills are always essential.

Communication can be verbal or written, delivered face-to-face or at a distance. It doesn't just involve the exchange of information, communication also requires social interaction between the participants and this is where a more subtle form of communication is important – body language.

Because we use communication skills all the time, we're often expected to be naturally good communicators. But, like in all other areas of work, training is needed to develop and hone these skills.

Poor communication can cost dearly. It leads to confusion, wasted time and missed opportunities and can make the difference between a flourishing and struggling business. Businesses that understand the importance of communication training reap the rewards through employees that perform better in all aspects of their work.

Above all poor or miscommunication will affect your guest's satisfaction and enjoyment resulting in them being dissatisfied with your business, potentially losing their business and or costing your business money in expensive both in time and money on service recovery.

## 4. Learning Objectives

### By the end of this training you will be able to:

ในตอนท้ายของบทเรียนนี้ คุณจะสามารทำสิ่งเหล่านี้ได้ :

- Describe the four elements to good communication
- อธิบายพื้นฐาน 4 ประการ ที่ทำให้เกิดการสื่อสารที่ดี
  
- Understand how your beliefs, values, style and assumptions generate your behaviour.
- เข้าใจถึงความเชื่อ คุณค่า ลักษณะเฉพาะและสิ่งทีก่อให้เกิดพฤติกรรมของคุณ
  
- The importance of knowing yourself before trying to know & influence others.
- ความสำคัญของการรู้จักตัวเองก่อนที่จะรู้จักและมีอิทธิพลต่อผู้อื่น
  
- Understand the impact of your behaviour on other people.
- เข้าใจผลกระทบพฤติกรรมของคุณที่มีต่อผู้อื่น
  
- How to give information or instructions effectively
- ให้ข้อมูลและสอนอย่างไรให้เกิดประสิทธิภาพ
  
- How to check understanding
- จะเช็คความเข้าใจได้อย่างไร
  
- How to use memorization techniques
- จะนำเทคนิคต่าง ๆ มาใช้ได้อย่างไร
  
- How to check compliance
- เช็คการเชื่อฟังได้อย่างไร
  
- How to communicate more effectively
- สื่อสารอย่างไรให้ประสบผลสำเร็จมากขึ้น

## 5. Who Should Attend

The course is designed specifically for the level attending from Supervisory level, junior management, executive team through to director level.



## 6. Methodology

Visual, oral, audio, games and role plays will be the key methodology used. The medium of instruction shall be in English with some Thai speaking and a 100% PowerPoint presentation and workbook in both English & Thai languages, if required.



To the right are shown some photos from some of our recent communication skills training.

We fully understand and adhere to the principles that you only remember:-



20% of what you hear

30% of what you see

50% of what you hear and see

70% of what you hear, see and say

90% of what you hear, see, say & **DO** !



## Our training spends more time ‘doing’ and less time ‘listening’

The communication training uses a PowerPoint presentation and accompanying workbook which are both in English & Thai languages to maximise understanding.



During the training the participants work through their workbooks filling in areas which are presented to them and are discussed to reinforce their understanding and aid their memory.



## 7. Proposed Program (1 day)

See attached Communication Skills Training Slides; just some examples of what is covered, discussed and expanded upon during the training.

## 8. Materials

Intellectual property rights of the training materials, except copyrighted materials, all belong to **Minerva English Training Co.; Ltd** (Thailand)

## 9. Investment:

**MINERVA Training Asia** interactive Communication workshop includes the following:

- ✓ 1 training day (No additional charges for weekends, public holidays)
  - ✓ ½ day follow up session 6-8 weeks after completion of workshop for participants to be able to present what improvements have been made and receive additional feedback from the trainer.
  - ✓ English & Thai materials for all participants
  - ✓ Expected participants minimum of 6 up to 15 people
- The client would be responsible for providing the following
    - ✚ Suitable Training Venue
    - ✚ Hotel Accommodation for trainer (if away from Phuket)
    - ✚ Airfares (if outside of Phuket)
    - ✚ Notebook compatible Projector
  - Total course fees upon request
  - Payment terms: 50% upon confirmation and 50% upon commencement of program

## 9. TAX INCENTIVE:

- ✓ Please note that we are a fully registered company, under Thai law
- ✓ And that 'Communication Skills Training' is tax deductible by more than 100%

## 10. Contact Details:

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