

# mws

miniworkshopseries



new approach | fresh perspective



Empowering your workforce by providing equal opportunity for learning and growth at the workplace.



# Getting to know MWS

---



# Why MWS?

## Organizational Development

Organizations are constantly struggling with the line managers as they air their challenges and frustration about their workforce. We all agree that learning and development of our workforce is key to performance and results. What should we do when the workforce is not running optimally?

First we need to understand that workforce inefficiency derives mostly from 3 main areas:

1. Attitude: Lack of **motivation**
2. Skills: Lack of **competencies**
3. Knowledge: Lack of **information**

Organizations need to take accountability and responsibility to ensure that the workforce is primed and ready to be empowered. Organizations must develop the leadership of their line managers to ensure that the vision, mission and goal of the organization are cascaded down to the entire workforce.

## The Current Scenarios

*Training is reserved only for the selected few.*

Today, talent management has become the center point of essential development activities within organizations. Most organizations cannot afford to train their entire workforce. So, many organizations are spending their development dollars to nurture and manage their talents and leaders, in hopes that these leaders will pave the way to greater progress and profitability. However, these leaders are often impeded by the 80% of 'unmotivated' workforce that never had the opportunity to be trained. We all recognize that organizations must do something about it now, or they will lose their competitive edge in the market place.

---

### **Ineffective transfer of learning.**

As most organizations have realized – sending employees for outside training has its challenges. They will return motivated, newly equipped with knowledge and competencies to transfer back to the workplace – however they are often faced with resistance, unsupportiveness and even hostility in implementing their new ideas and approach. This is because those who were not trained do not appreciate or understand the change, approach and idea.

### **HR practitioners must not be solely held accountable.**

Line managers need to take proactive steps for their own workforce learning and development. HR Practitioners and Line Managers must work hand in hand in order to create sustainable change towards a more empowered workforce.

MWS is crafted especially to engage the HR Practitioners, the line managers and the whole workforce to take full accountability for their learning, actions and inactions.

## **Industry Feedback**

For decades, corporate leaders have declared that “our staff are our most important asset”. Of late, more and more corporate executives are making this statement and they are making it with greater frequency. In fact, there are a number of reasons to believe that their own people are increasing in their organization's strategic importance.

A large number of organizations realize that their own workforce is an important asset if not their MOST important asset.

### **01. Emphasis on Managing Talents**

More and more organizations have come to terms with the fact that their staffs’ talents and skills is the main driving force behind their business success. Those that are engaged in talent management (human capital management) are strategic and deliberate in how they attract, select, train, develop, retain, promote and move staff through the organization. Talent Management is a strategic move to help organizations recruit, retain, and develop the identified talent also known as High Potential or Hi-Po for short.

There are those that apply the Pareto principle by spending 80% of their training budget on the 20% of their identified talent pool. These Hi-Pos then goes through extensive training programs to learn new skill, techniques and gain more

---

exposure so that they can impart the knowledge and improve the system internally. They then lead and influence others.

And, so what happen to the 80% of the workforce? With only 20% of the training budget left, most companies would organize annual team building events with occasional one-off trainings. How many of these trainings meet the objectives and help bridge the competencies gap?

## **02. Limited training budget**

With the current economic crisis, organizations are looking into cutting costs. For some, one of first to cut is the training budget.

With limited training budgets and high cost training programs, only a handful of staff get the opportunity to be trained and not everyone gets to attend... only the select few.

For those who did not get to attend or was not nominated to attend would naturally feel de-motivated. They constantly feel the lack of opportunity for growth and development them. Many harbor resentment and question the selection process and the lack of opportunity.

Here, there's no equal opportunity for everyone to learn, develop and grow.

## **03. Generic programs that do not meet objectives**

Generic training programs do not meet the learning objectives of organizations. Staff often complain that whatever is being taught and conducted during the workshops are not applicable or related to their industry. Most of these generic training programs are academically inclined and textbook based. They are not contextualized to address the challenges faced by most corporations and therefore, only a small percent of these skill sets can be transferred to the workplace. Such circumstances result in the general viewpoint that training is a waste of time and thus, resist any further training programs.

## **04. Lack Reinforcement**

When a lot of training programs are scheduled on an ad hoc basis without any proper structure and framework, there is lack of reinforcement.

Even if the training opportunity arises, the absence of reinforcement impedes integration to the workplace. When there is absence of post-training reinforcement or follow up, the momentum of learning is lost. According to the Huthwaite study published in The American Society for Training & Development Journal, 87% of the learning is lost within one month of the training program due to such absence of reinforcement.

---

## **05. Training Effectiveness**

Human Resource Practitioners are most concerned over the effectiveness of training. Does training deliver the desired change and bridge the competency gap?

Most organizations find that most conventional trainings do not actually deliver the result that it promises, even after investing heavily in numerous training programs. A lot of them find that the training investments do not directly translate into business results.

The effective return from training investments is the key factor in any organization's understanding of training effectiveness. And often, there are no visible results. This is the major concern by most organizations. It is mostly due to the fact that not everyone has gone through the same training, and therefore it is difficult for the trained staff to transfer and apply what they have learned seamlessly to the workplace.

## **06. Work load impedes development**

Organizations are also challenged with staff that are always too busy to take days off for training. Even, when training programs are being organized, the line managers are not committed enough as to release their staff, mostly due to their heavy work-

loads. Most of the line managers only believe in training as long as it doesn't take their staff away from "important" tasks that need to get done. Many line managers still view training as a luxury, and not a competitive and strategic necessity. They ask: "What if we train our staff and they leave?" But on the other hand, What if you don't train them and they stay?

## **07. Staff Retention**

With the present high turnover rate of employees, many companies are taking strategic steps to address employee retention issue. Line managers as leaders in their organizations are involved in the mentoring program to encourage, develop and groom their subordinates. Again, this is not conducted throughout the organization but only to a select few.

---

## In conclusion

Despite the many great challenges faced, progressive organizations are continuously seeking ways to train and grow their workforce. They place high importance in managing and developing their staff and bridging any competency gaps. They are looking for a structured and actionable program across the organization to address their needs and create a momentum for progress, continuous improvement and excellence.

Having taken the time to listen to the industry has given MWS the advantage. A great deal of effort and research has been undertaken by MWS to conceive the solution by taking an innovative approach to addressing these challenges.

MWS was conceived by the sole desire to create equal opportunity for everyone to grow and develop, so that organizations can strive to stay competitive and relevant in today's economy.

Our passion is to empower people to learn, reflect, discover and change by creating a fun learning environment for personal, interpersonal and organizational transformation.

Through positive and negative feedbacks, both from our clients' and from the industry in general, we ventured into our own research and development to bring the solutions to meet the ever challenging business needs of the industry.

## Reflection

How can you engage your leaders to be more proactive over their workforce development and growth?

How can you encourage industry knowledge transfer from the experienced to the new?

Would leveraging on the talents/leaders to train the workforce, also create the peer pressure to walk their talk?

Instead of just trying to fix the broken, wouldn't it be better to create a culture of continuous learning?

Do you agree that if you want to empower your workforce, you need to first equip them with the right competencies?

# When?

## The Beginning of MWS.

MWS was conceived by the sole desire to create equal opportunity for everyone to grow and develop, so that organizations can strive to stay competitive and relevant in today's economy.

Our passion is to empower people to learn, reflect, discover and change by creating a fun learning environment for personal, interpersonal and organizational transformation.

Through positive and negative feedbacks, both from our clients' and from the industry in general, we ventured into our own research and development to bring the solutions to meet the ever challenging business needs of the industry.

## 10 Essential Design Keys

The result is the 10 Essential Design Keys organizations need today:

### 01. High Involvement Approach

We recognize that organizational learning is more effective when each layer of the workforce is involved. So MWS is specially crafted for progressive organizations that believe in a higher involvement of their management team and Hi-Po in the development of their staff. This empowers leaders in the organization to take an actionable and structured approach in the development of their team.

### 02. Equal Opportunities

MWS provides a platform for equal opportunities for everyone to develop and grow; thus increasing productivity and performance for the organization. It is specifically designed to be as effective for large number of participants as it is for smaller focused groups. It provides an equal opportunity for everyone to learn by advocating regular training interventions, instead of sending only a handful of staff.

---

### **03. Learning Agility**

MWS encourages leaders to be adaptable and agile in applying the learning experience. Learning agility is the ability to learn something in Situation A and applying it to Situation B. When MWS is conducted by line-managers; they bring to the table their collective market experience, relevant case studies and wisdom, adding context to the content. As a result, the managers also instinctively raise their standards at the workplace thus instilling leadership and mutual respect.

### **04. Inculcating a common competency language**

With MWS, the whole organization can achieve a more actionable, structured process creating that momentum to learn.

It provides for a common 'competency' language to inculcate and reinforce team learning throughout the organization. Having attended the same trainings, it improves the effectiveness and clear expectations for everyone. Walking the talk becomes the culture as the managers are the ones that inculcate these competencies in the first place. Resulting in managers and their staff, raising each other's work standards even higher than before.

### **05. Enabling Learning Reinforcements**

Your staffs are no longer required to attend isolated one off programs giving everyone the opportunity to attend regular in-house trainings. This will enable them to continuously learn, change and adapt learning at work effectively.

Not only will they speak the same lingo; but relate to the same tool, tips, concept, experiences and reinforce what is learned from the workshop to the workplace.

### **06. Proven Technology**

All MWS products and services are crafted with the Neuro-linguistic programming technology and accelerated learning methodologies.

Neuro-linguistic Programming (NLP) is a leading edge technology of excellence. You may have heard of NLP as particularly powerful in the areas of communication, influence and change. It is a revolutionary approach to human communication and development. As quoted by Time Magazine; "NLP is one of the biggest breakthroughs in the technology of achievement and human excellence."

---

Using the technology of Neuro Linguistic Programming (NLP), the content design is crafted to bridge the knowing and doing gap.

### **07. Accelerated Learning Methodologies**

MWS is crafted using “Accelerated Learning Principles” so that every single learning experience is layered and built upon each experience. It is designed to make each learning experience fun, experiential, thought-provoking, highly effective and significant.

### **08. Boosts teamwork and inspires leadership**

Organizations need to create a culture of continuous learning in order to remain competitive. MWS not only cultivates the culture of continuous learning but also inspires leadership when your people meet regularly in a non-threatening learning environment. This encourages an enormous sense of loyalty and belonging as well as boost teamwork.

Now, with MWS, you will benefit from an even more motivated workforce with increased productivity and performance.

### **09. Cost Effective and Affordable**

MWS is a truly flexible solution that is cost effective and affordable. With the MWS Licensing Option, you will save over 80% of your training investment.

We will provide you, the well researched and developed MWS Trainers Kit. You will receive a valuable comprehensive and detailed resource for managers and trainers to utilize instantly. All the work has been done for you.

You are no longer required to spend hours burning the midnight oil to do research, design your training content as well as writing the participant manual that seems never ending. What’s more, with the trainer’s kit, you’ll have unlimited printing rights for the content.

What does that mean to you? It means that you can have as many training workshops as you like, in order to train your entire organization. There are no royalty fees.

Next, we will help you to develop your Line Managers and Supervisors to become certified MWS Licensed Trainers to deliver the training content effectively throughout your organization. Your line managers will be given extensive training on presentation, platform skills and content utilization.

---

The experiences of the line managers are invaluable and training will become much more relevant and applicable to your organization. The skill sets could now be transferred from the marketplace to the workshop easily and effectively.

### **10. Flexible Solution for your every business needs**

MWS is designed to meet your every business needs.

Instead of the long conventional slogs (trainings), we have designed bite-sized four hour competency based workshops to deliver concise, impactful steps, tips, tools and techniques that are both relevant and applicable to staff of all levels.

It is specially designed for busy professionals and executives of progressive organizations. MWS offers you a wide range of titles. We have over 80 titles organized in various learning tracks. The Trainers Kit are designed for the line managers, created to make training simple to deploy and easily contextualized to their unique industry, organizational and participants needs.

# How?

## to get started

### **The Implementation of MWS.**

The benefits of implementing the MWS Licensing Option goes beyond conventional training. Since Line Managers are the ones advocating the competencies, they too become totally committed and compelled to walk their talk. Encouraging their staff to transfer the learning from workshop to workplace by setting an example themselves. Create an unsurpassed momentum for learning and growth. Your workforce will be even more efficient, motivated and knowledgeable.

Designed specifically for progressive organizations. We appreciate that not all organizations are progressive by nature, and so are not suited to implement the MWS Licensing Options. But if you believe that an organization that sets the pace wins the race, either for change, innovation or progress – then MWS is for you.

### **What is the MWS Licensing Option?**

MWS Licensing Option is a radical and innovative approach to workforce training. With the MWS Licensing Options, organizations can now leverage their talents, leaders and line managers to train the entire workforce.

The MWS Licensing Option is specifically designed to ensure that the organizations have both the competencies and tools to implement a structured and actionable approach to workforce training.

## Equipping the Line Managers:

First we need to ensure that the line managers have the relevant competencies to train.

### Licensed Trainer Essential:

The selected line managers will be going through an extensive 3 days trainers' training and a one day content coaching session with the MWS Master Trainer.

### Licensed Trainer Professional:

On top of the trainings provided above, the Licensed Trainer Pro will go through an additional 4 days MWS Branding You program to establish their credibility and reputation as a trainer.

Only MWS Licensed Trainers are licensed to train utilizing the MWS Trainers Kit.  
[Refer to the partner education program outline.](#)



## Select the MWS Trainers Kit:

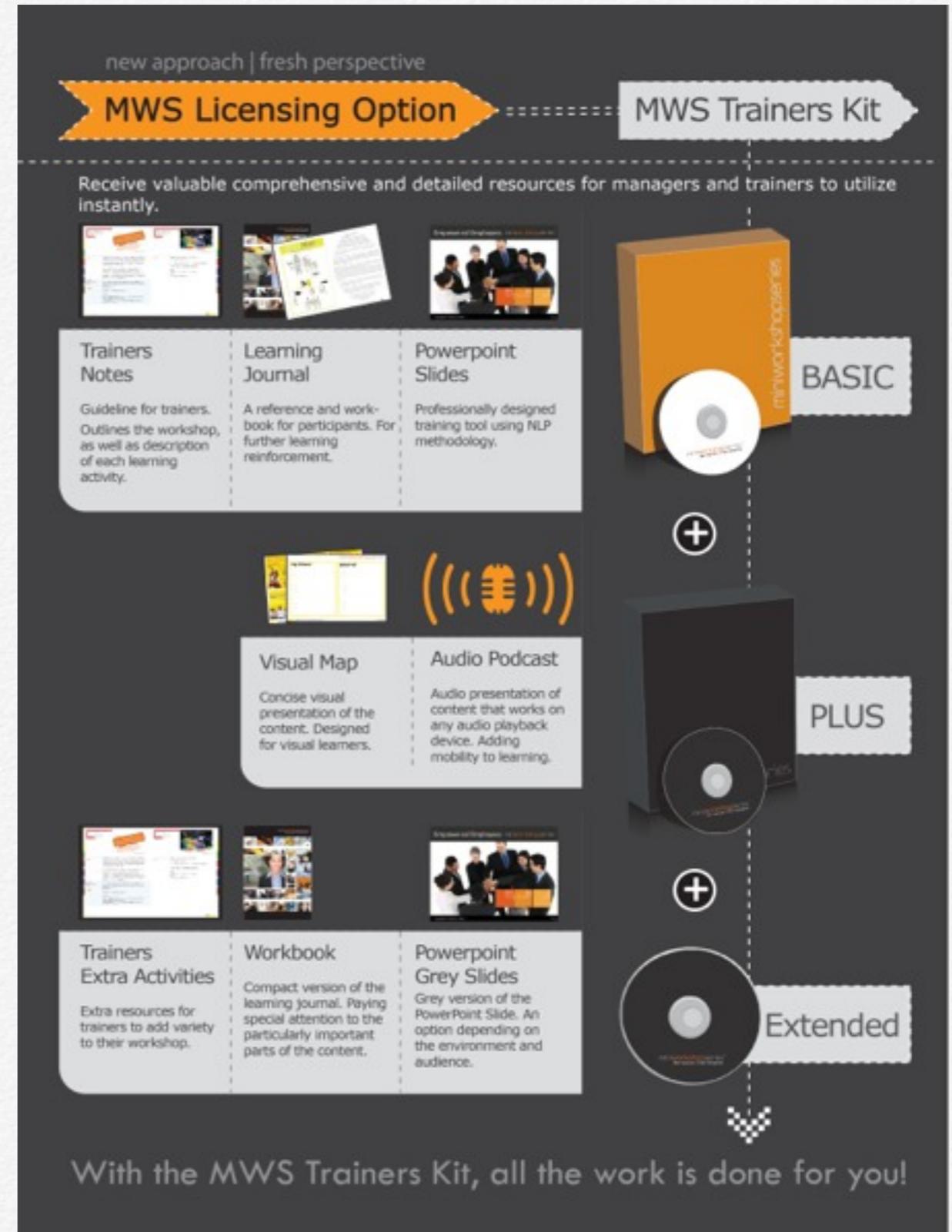
from over 80 competency titles. The organization will choose the relevant competency titles of MWS Trainers Kit.

### The Trainers Kit Basic:

The Trainers Kit [Basic] includes presentation slides, trainers notes and learning journal [for trainees].

### The Trainers Kit PLUS:

The Trainers Kit [Plus] includes presentation slides, trainers notes, learning journals, plus learning reinforcement tools -audio podcast and visual map.



The Organization Will Choose The Relevant Competency Titles Of MWS Trainers Kit. [Refer To MWS Title Outlines.](#)

---

## What are the benefits?

MWS is designed to address organization's most critical need – to develop and train the entire workforce. MWS is about giving our clients the most cost effective and affordable training solutions to build the necessary competencies for success.

MWS is for the progressive organizations that truly advocate empowering the workforce to make a positive difference in business results.

Essentially organizations that implements the MWS Licensing Options in their organization benefits from:

**Empowered learning.** Training has always be viewed as an intervention by the HR and OD department; but in truth, we need to empower our managers to take the lead and be more proactive in the efforts of growing and nurturing their workforce. In turn, these managers should become more conscious to walk their talk. The team pressure for each other to step up and perform at their optimum level becomes a culture within your organization.

**Training becomes relevant.** The MWS Trainers Kit provides you with the content and flow of the workshop, and the MWS Licensed Trainers will contextualize the content to make it relevant for their industry and audience.

**Ease of implementation.** The MWS workshops are specifically designed to deliver a 4 hours session packed with tips, tools and techniques. This 4-hour format makes it easier and simpler for line managers to train. They will have access to learning tools to make their workshops fun, exciting and relevant. With MWS, all the work is done for them.

**MWS advocates and promotes spaced learning.** We learn best when we have an opportunity to relax our mind and allow it to integrate into our frame of mind, beliefs and values. With the 4-hour format, you can now schedule consistent weekly training interventions for your workforce to achieve the results you want.

**Structured Approach.** With over 80 titles to choose from, organizations will be able to schedule and have a structured learning framework for the entire workforce.

---

## How can organizations benefit from MWS?

Let's see it from 4 different perspectives:

### The Organization

- ♣ stand to save over 80% of training investment
- ♣ inculcate a culture of learning and empowerment
- ♣ create a common competency language across organization
- ♣ achieve business results through an effective workforce

### The Workforce

- ♣ an equal opportunity for learning and development
- ♣ build the competencies required to be effective at work and in life
- ♣ gain a sense of belonging and growth for the future
- ♣ become more empowered

### HR / OD/ Training Managers

- ♣ an actionable approach to upgrade competencies
- ♣ create environment for learning and sharing
- ♣ leverage on the leaders for knowledge sharing
- ♣ achieve sustainable competent workforce

### Talents and Leaders

- ♣ proactive approach to developing the workforce
- ♣ making learning relevant to the context of work and industry
- ♣ able to articulate ideas and present with confidence
- ♣ become true leaders that mentors, coaches and trains

## How is MWS different?

MWS is so much more. The MWS Licensing Option indeed is a radical and innovative approach that only bold and progressive organizations would consider implementing. This approach requires the commitment from leaders to step up and take action. It requires bold leadership to execute change and pave the way to success.

---

Check out the [FAQ](#).

# The MWS Values

At MWS, we are driven by our passionate obsession to empower people to learn, reflect, discover and change, by creating a fun learning environment for personal, inter-personal and organizational transformation.

The foundation of our existence, development and growth is illuminated by our 7 key values.



# OTAKU

[オタク]

A Japanese term that describes **our passion and our obsession** in delivering the best each & every time.

# OUR VALUES

**01**  
Spirit of Innovation

New Approach  
Fresh Perspective

**02**  
Empowering Workforce

For the many,  
Not just the few

**03**  
Phenomenal Value

Save 80% of your  
training investment

**04**  
Accelerated

Fun, experiential and  
effective learning

**05**  
Relevant

From workshop  
to workplace

**06**  
Simplicity

All the work  
is done for you

**07**  
Adaptability

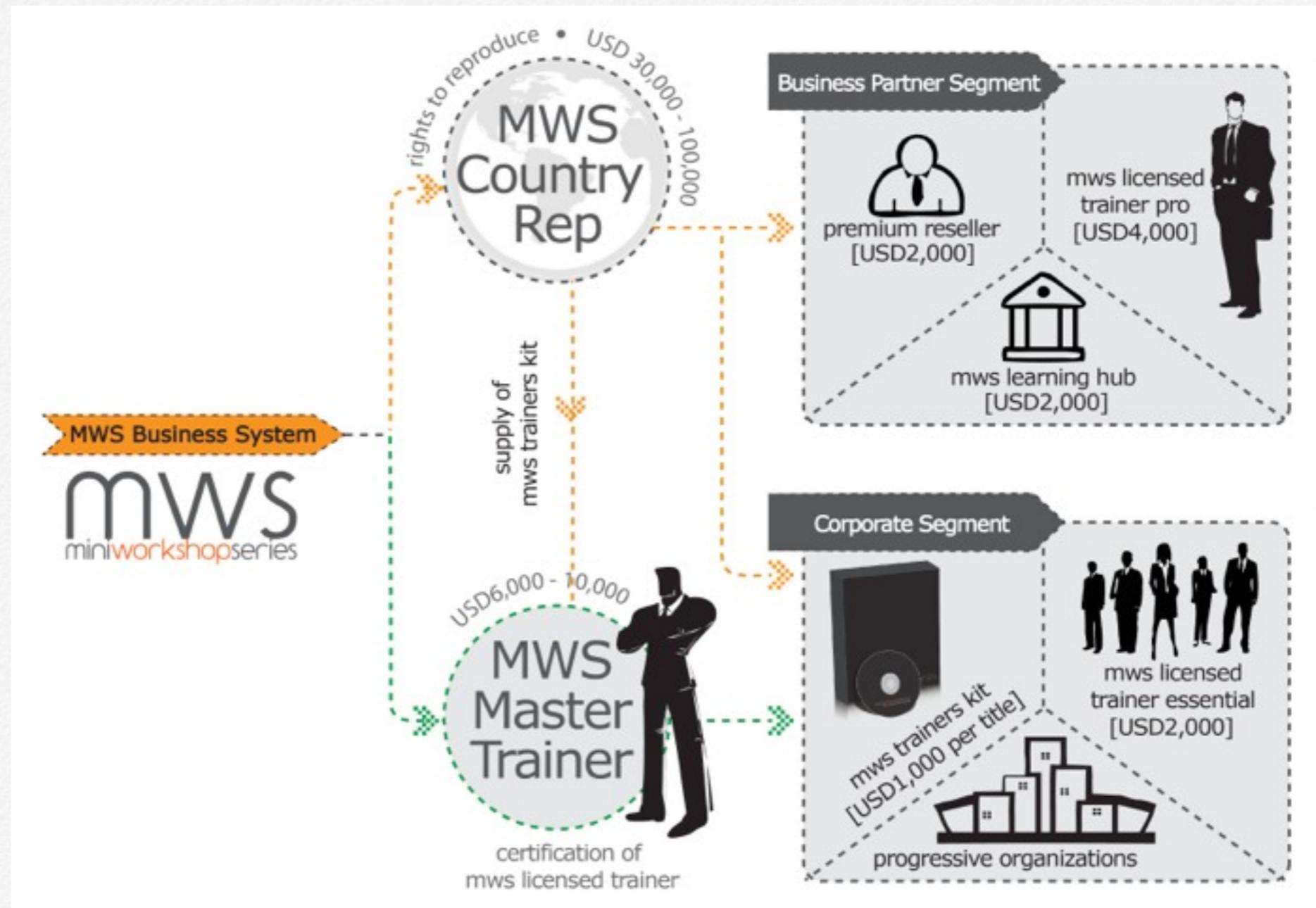
We provide the content,  
you provide the context

# MWS Business Model

In order to swiftly bring the innovative MWS products and services to progressive organizations around the world, we have developed MWS Partner Program that offers comprehensive business model for the training community to take part in this revolutionary approach. We have a wide network of MWS Partners to help organizations implement and benefit from the MWS solution today.

To have a better understanding of the Business Model – we can look at it from 3 main segments:

1. The MWS Strategic Partners
2. The MWS Business Partners
3. The MWS Clients



# Where?

do you fit in?

## MWS Strategic Partners

The MWS Strategic Partners are the pillars and foundation in which we build the business model.

There are 2 types of Strategic Partners: the Country Rep and Master Trainers. Each of these roles are sometimes intertwined as some of the Country Reps have their own Master Trainers in house. This depends on the competencies of the Country Rep team.

## The MWS Country Rep

The MWS Country Rep program is specifically design for training solution providers to represent the MWS brand and business in their respective country or region. You must have proven proficiency in marketing, selling, planning, and building solutions for medium to large organizations.

### Who is best positioned as a Country Rep?

To be a Country Rep, you must satisfy the following requirements:

- A team of sales force and operational capabilities
- Have deep understanding of the training industry
- Established network with large and medium sized organizations

### What does an MWS Country Rep do?

As an MWS Country Rep, you will be the Master Licensor and brand representative for your country and/or region.

---

Your role as an MWS Country Representative includes, but not limited to:

## **Business Development**

---

- Share and advocate the values and standards of MWS products and services
- The ability to represent, promote and market the MWS product and services via exhibitions, expos, showcases and conferences
- Able to execute the business processes required to complete an order efficiently
- To support the MWS clients and partners in implementing the MWS solution within their organization
- Maintain a blog/website/e-newsletter to update on MWS Products and Services
- Print, distribute and localized the marketing materials i.e. flyers, brochures, etc.
- Active in social networking medias ie. Facebook, twitter, Linked-in, etc.

## **Reproduction Capabilities**

---

- Ability to reproduce and package the MWS Trainers Kit for resale according to the standards set
- Maintain proper records and information pertaining to customer and partners on the ownership and delivery

## **Business Partner Program Management**

---

- Understand, appreciate and promote the MWS Business Partner Programs
- Recruit and develop business partners to expand the marketing capabilities of MWS
- Coach, guide and support the MWS Partners on their ability to market, promote the MWS products and services
- Able to run the MWS Partner Programs effective with activities ranging from MWS Partners Meet, etc.
- Establish an MWS Community to instill brand loyalty
- Understand the standards and purpose of the Certification program

- 
- Able to organize the MWS Trainer Certification, MWS Content Coaching and MWS Branding You Program effectively
  - Able to select the a range of resources to support the MWS Licensed Trainers and familiarize with how best to use them
  - Develop confidence when coaching the MWS Licensed Trainers on how to contextualize the MWS Trainers Kit for their workplace
  - Create, maintain and supplement the MWS Licensed Trainers with support services, partners meet and/or forum

## **How to become an MWS Country Rep?**

Here are 3 simple steps that you would be going through:

### **Step 1: Getting to know each other.**

Submit your company profile to include your company experience, client base, turnover, key people, etc.

Read up on what we do – our sites:

<http://www.miniworkshopseries.com>,

<http://www.miniworkshopseries.net> and MWS blog at

<http://www.miniworkshopseries.com/highlights>

Have an online Q&A session via skype to clarify on the products and services, business models, etc. and your readiness to become an MWS Master Trainer.

## Step 2: Establishing Intent.

Once you understand the business and interested to pursue the next level, we will enter into a Non-disclosure agreement that protects both our interests and establishing our intent to move forward. Only after the Non-disclosure Agreements are signed, you will have access to the prices, profit margins, business models, etc.

During this stage, we will work closely with you to better understand how MWS can help you generate more revenue and how to position yourself and MWS in the market place.

## Step 3: Establishing Alliance and Training.

At this stage, we will be going through the terms and conditions of the agreements and when training begins. The main trainings happen at 2 levels, the Business and Operations segment. The Country Rep would need to send a minimal of 2 persons to fully understand and operate the MWS business.

The 3 steps may be executed concurrently and the whole process may take from 2- 4 weeks depending on the activities. Once you have completed the 3 steps and found suitable and eligible, you can now begin to reproduce, distribute and market the MWS products and services as well as the MWS Business Partner Program

## What types of training do you undergo?

The MWS Country Representative Program is a 15 days program to be held in Malaysia consisting of:

### MWS Business Program

*MWS Products and Services* \_\_\_\_\_ 2 days

### MWS Trainer Certification Program

*Attend to experience the workshop*

*and how the program is being conducted* \_\_\_\_\_ 3 days

Join the Content Coaching \_\_\_\_\_ 1 day

MWS Branding You Workshop \_\_\_\_\_ 4 days

Master Trainer Training & Debrief \_\_\_\_\_ 2 days

MWS Business Operations \_\_\_\_\_ 3 days

---

\* The MWS Country Representative Program only runs once a year. Please find out the schedule by [emailing us](#).

---

## How do I get started and how will MWS support me?

There is unlimited online support for you to begin working with your potential clients. You can send emails, schedule skype conference calls, etc. to continuously share, feedback and consult on your business and partner development.

### Business Development Resources

1. You will also be privy to a complete resource kit – MWS Action Pack aka. MAP to provide you with all the information, checklists, etc. that you will ever need to promote and market MWS products and services.
2. You will get also a business starter pack – of brochures, flyers, and assistance to set up your websites, etc.
3. You will receive 3 Product Display Sets complete.
4. Monthly online coaching on your business development and progress with the MWS Branding Manager.
5. You will have Admin Access to the MWS Partners Portal where you are able to posts and access:
  - Articles
  - Events
  - Learning Resources
  - Profiles
  - etc.

## What are the benefits?

MWS Country Rep are specifically selected based on the highest standards and the abilities of the trainers. The MWS Country Rep around the world are highly recognized for their expertise and extensive experience. If you are selected to join the program:

1. You will be able to craft your niche in the market place.
2. You will have a wide range of products and services to promote and market to your clients
3. You will be able to develop business partners to expand your business reach.
4. You are now associated with MWS and can leverage on its global presence
5. You will gain the rights to use its logo, MWS Master Trainer designation to promote yourself and your training workshops

## What are my revenue streams?

You will be able to promote and market the MWS products and services in your appointed country.

As an MWS Country Representative:

1. You will have the rights to market the MWS Licensing Options [MWS Trainers Kit and MWS Licensed Trainers] in your identified country and/or region.
2. You will have the rights to market and develop the MWS Business Partner Program within your identified country and/or region

Please check out the relevant partner agreements at <http://miniworkshopseries.com/pagreement/>

## The MWS Master Trainer Program

The MWS Master Trainer Certification Program is only for the selected experienced trainers to establish their credibility and expand their training business.

### Who is best positioned as a Master Trainer?

To be a Master Trainer, you must satisfy the following requirements:

- Aspire to run and establish a business in training
- Aged 38 and above with a min 8 years in soft skills training and experienced in executing learning activities and games
- Possess the maturity to handle different types of trainers and trainees
- Established network with large and medium sized organizations

### What does MWS Master Trainers do?

As a Master Trainer, you will be a cut above other trainers, as Master Trainers are authorized to certify any upcoming MWS Licensed Trainers. You will train and coach the MWS Licensed Trainers to best utilized the MWS Trainers Kit. Your role as an MWS Master Trainer includes, but not limited to:

---

## Business Development

---

- Share and advocate the values and standards of MWS products and services
- The ability to represent, promote and market the MWS product and services
- Able to execute the business processes required to complete an order efficiently
- To support the MWS clients and partners in implementing the MWS solution within their organization
- Maintain a blog/website to update on MWS Products and Services
- Active in social networking medias ie. Facebook, twitter, Linked-in, etc.

---

## Trainer Certification

---

- Understand the standards and purpose of the Certification program
- Able to deliver the MWS Trainer Certification, MWS Content Coaching and MWS Branding You Program effectively

- Able to select the a range of resources to support the MWS Licensed Trainers and familiarize with how best to use them
- Develop confidence when coaching the MWS Licensed Trainers on how to contextualize the MWS Trainers Kit for their workplace
- Coach, guide and support the MWS Licensed Trainers on their preparation and training syntax for each title
- Create, maintain and supplement the MWS Licensed Trainers with support services, partners meet and/or forum

---

## How can you become an MWS Master Trainer?

Here are 3 simple steps that you would be going through:

### Step 1: Getting to know each other.

Submit your resume/profile to include your educational and certification background, training you have attended, work experiences, list of programs you have trained in, client's list, testimonials, etc. and sample videos of your training

Read up on what we do – our sites:

<http://www.miniworkshopseries.com>,

<http://www.miniworkshopseries.net> and MWS blog at

<http://www.miniworkshopseries.com/highlights>

Have an online Q&A session via Skype to clarify on the products and services, business models, etc. and your readiness to become an MWS Master Trainer.

### Step 2: Establishing Intent.

Once you understand the business and interested to pursue the next level, we will enter into a Non-disclosure agreement that protects both our interests and establishing our intent to move forward.

Only after the Non-disclosure Agreements are signed, you will have access to the prices, profit margins, business models, etc.

During this stage, we will work closely with you to better understand how MWS can help you generate more income, and how to position yourself and MWS in the market place.

### Step 3: Assessment.

There will be 3 types of assessment on your readiness to become an MWS Master Trainer:

1. Complete Master Trainer Self Assessment.
2. Business Readiness Assessment
3. In-workshop Assessment [via video/live]

---

The 3 steps may be executed concurrently and the whole process may take from 2- 4 weeks depending on the activities. Once you have completed the 3 steps and found suitable and eligible, you can now proceed to the MWS Master Trainer Certification Program.

### **What types of training do you undergo?**

The MWS Country Representative Program is a 15 days program to be held in Malaysia consisting of:

MWS Business Program <i>MWS Products and Services</i> _____	2 days
MWS Trainer Certification Program <i>Attend to experience the workshop and how the program is being conducted</i> _____	3 days
Join the Content Coaching _____	1 day
MWS Branding You Workshop _____	4 days
Master Trainer Training & Debrief _____	2 days
MWS Business Operations _____	3 days

---

\* The MWS Country Representative Program only runs once a year.  
Please find out the schedule by [emailing us](#).

### **How do I get started and how do MWS support me?**

There is unlimited online support for you to begin working with your potential clients. You can send emails, schedule skype conference calls, etc. to continuously share, feedback and consult on your business development.

### **Business Development Resources**

---

1. You will also be privy to a complete resource kit – MWS Action Pack aka. MAP to provide you with all the information, checklists, etc. that you will ever need to promote and market MWS products and services.
2. You will get also a business starter pack – of brochures, flyers, and assistance to set up your websites, etc.
3. You will receive a Product Display Set complete.
4. Monthly online coaching on your business development and progress with the MWS Branding Manager.

---

## Training Resources

---

1. You will receive complete ready to deliver content: presentation slides, props, tools, guides, syntax and Workbooks for the MWS Licensed Trainers Certifications
  - MWS Trainer Certification Program:
  - MWS Content Coaching Program
  - MWS Branding You Program
2. The bonus title: MWS Empowered Employees Trainers Kit [Plus]
3. You will have Admin Access to the MWS Partners Portal where you are able to posts and access:
  - Articles
  - Events
  - Learning Resources
  - Profiles
  - etc.

## What are the benefits?

MWS Master Trainers are specifically selected based on the highest standards and the abilities of the trainers. The MWS Master Trainers around the world are highly recognized for their expertise and extensive experience. If you are selected to join the program:

1. You will be able to craft your niche in the market place.
2. You will have a wide range of products and services to promote and market to your clients
3. You will gain the recognition and credibility needed to expand your influence in the industry
4. You are now associated with MWS and can leverage on its global presence
5. You will gain the rights to use its logo, MWS Master Trainer designation to promote yourself and your training workshops

---

## **What are my revenue streams?**

You will be able to promote and market the MWS products and services in your appointed country.

As an MWS Master Trainer:

1. You will have the same rights as an MWS Premium Reseller [therefore also govern by the MWS Premium Reseller Agreement] : and therefore you will be able to market the MWS Licensing Options – the MWS Licensed Trainers and the MWS Trainers Kit to any organization.
2. You will also have the right to train and certify MWS Licensed Trainers using the MWS Trainer Certification Programs [as governed by the MWS Master Trainer Agreement]

# Who?

experienced and testified

## MWS Strategic Partners

MWS Country Reps	
<b>Malaysia</b>	Priority Sky Sdn Bhd Contact: Allan Gan
<b>Indonesia</b>	HR Excellency Ptd. Ltd. Contact: Effina Kartolo
<b>Singapore</b>	MWS Singapore Ptd Ltd Contact: Lillian Chua
<b>China</b>	Global Training Education Contact: Tracy Wong
<b>Australia</b>	Urban Trainings Contact: Martin Urban

---

## MWS Master Trainers

Fabian Fidelis

Anthony Dio Martin

Nellie Amirah Lim

Dana Chan

Ben Nothangel

## The MWS Business Partner Programs

The growing small-business market segment represents a large, underutilized opportunity. The MWS Business Partner Program is specifically crafted for individuals and small business owners who want to enter or expand their business through offering MWS products and services.

Basically there are 3 types of MWS business partners:

1. MWS Licensed Trainers:
2. MWS Premium Reseller:
3. MWS Learning Hub

	Target Audience	Competency	Business Partner Program	Licensing Rights	Est.
Licensed Trainers	In House Trainers Line Managers Leaders Talents within the organization	Able to present to a group of people Subject matter expertise Industry know how Aspire to share knowledge and contribute to the positive difference in the workplace	Licensed Trainer Essential	Able to train within its own organization	USD 1000
	New entrant trainers Corporate Trainers Freelance Trainers Coach, Consultants and Communicators HR Practitioners		Licensed Trainer Professional	The rights to train across any organizations	USD 2000

Visit and read <http://www.miniworkshopseries.com/mws/partners.html> and <http://miniworkshopseries.net/new/Overview.html> to find out more.

	Target Audience	Competency	Business Partner Program	Licensing Rights	Est.
Premium Resellers	Training Providers	Established network in the HR and learning industry	Premium Reseller	The rights to resell the MWS Licensing Options to organizations	USD 1500
	Entrepreneurs HR Services Business Owners	Business experience in the HR and learning industry  Sales abilities	Premium Reseller Pro	The rights to resell the MWS Licensing Options and would like to develop its own team of trainers	USD 1500

Visit and read <http://www.miniworkshopseries.com/mws/partners.html> and <http://miniworkshopseries.net/new/Overview.html> to find out more.

	Target Audience	Competency	Business Partner Program	Licensing Rights	Est.
Learning Hubs		Own training facilities and premise	Learning Hub	The rights to organize MWS Workshops as public programs	USD 1500
		Established network for customers and/or members to tap on			
	Training Providers Training Academies Associations	Dedicated team of sales force to market, promote and sell the MWS Licensing Options	Learning Hub Pro	The rights to sell the MWS Licensing Options	
		Develop its own team of MWS Licensed Trainers	Learning Hub Enterprise	The rights to sell the MWS Licensing Options	

Visit and read <http://www.miniworkshopseries.com/mws/partners.html> and <http://miniworkshopseries.net/new/Overview.html> to find out more.

Segment	Types	Traits	MWS Products and Services
Small Enterprises and individual employees		<10	MWS workshops [public]
Medium	Ptd Ltd	< 500 in staff strength	MWS workshops [in-house]
Large organizations / Medium sized	Public listed companies [PLC] Government Linked Companies [GLC] Multinationals [MNC] Big Organizations	> 500 in staff strength	MWS Licensing Options

## The MWS Corporate Clients

The MWS Products and Services are well positioned to address the different segment of clients.

Of course, there have been large organizations that want to experience the MWS workshops either in-house or public programs respectively.

### MWS Clientele

#### Maxis Berhad

Maxis Berhad, is the leading mobile communications service provider in Malaysia with over 14 million mobile subscribers.

Since its establishment, Maxis has been providing a full suite of services on multiple platforms to fulfil the telecommunications needs of individual consumers, SMEs and large corporations in Malaysia.

Maxis' significant growth and strong track record of bringing innovation, excellent customer experience and value to stakeholders has won the company numerous awards over the years.

The latest awards include:

- Malaysia's Top Ten Companies:  
Ranked 1 – Asia's 200 Most Admired Companies, The Wall Street Journal Asia, 2006

- 
- Asian Mobile Operator of the Year  
Asian Mobile News Award, 2007
  - Fourth Most Valuable Brand in Malaysia  
Brand Finance, 2008 and 2009
  - Service Provider of the Year (Malaysia)  
Frost & Sullivan, 2008
  - Mobile Data Service Provider of the Year (Malaysia)  
Frost & Sullivan, 2009
  - Recipient of the Asia Pacific Super Excellent Brand Award  
Asia Pacific International Brands Summit Malaysia, 2009

## **Curtin University**

---

Curtin University Sarawak Campus, Malaysia (Curtin Sarawak) is the first offshore campus of Curtin University, Western Australia (Curtin Western Australia). Located in Miri, Sarawak, Curtin Sarawak is the first foreign university campus to be set up in East Malaysia.

Curtin's reputation for excellence in the South East Asian region provided the basis for Sarawak State Government's initiative to invite Curtin to establish an international university in Sarawak. Curtin Sarawak has been actively involved Curtin Sarawak's operations in Miri, Sarawak commenced in February 1999. In 2002, the new purpose-built campus in a garden opened, which

is a world-class facility where stylish architecturally designed buildings complement state-of-the-art equipment and facilities coupled with sophisticated IT linkages to provide students access to the resources of Curtin, Western Australia.

In November 1999, Curtin Sarawak was awarded the Multimedia Super Corridor status and was renewed in 2006.

## **BCA, Indonesia**

---

With more than 9 million customers, PT Bank Central Asia Tbk (BCA) is Indonesia's largest private bank with almost 7,500 cash and non-cash ATMs and Cash Deposit Machines installed across the archipelago. In today's competitive financial services industry, customers have high expectations of their banks in terms of speed and reliability.

## **Combiphar**

---

Combiphar was founded in 1971. Started as a home industry producing antibiotics, analgesics, and an OBH Combiphar's cough syrup, which until today is being manufactured and marketed. The year 1985 brought the Anugerah Group - with its vision, its management skills and pharmaceutical experience to capture the business potential - into Combiphar.

---

Throughout its two decades of growth, within the competitive maze of pharmaceutical companies, Combiphar has maintained its reputation for high quality and advance formulation, as it will continue to do so far the decades to come.

# MWS Products & Services

---



# 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 confi-

dence 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 commu-

nication 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 prac-

tice. 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.

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.

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 strategists. Most organizations do

pretty well what they do today. It's what they need to be doing tomorrow that is but it is what is 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 strengths. 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 Plater
- 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 sus-

tainability 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 12 hours/ module	Quality Customer Focus Ethics And Values Integrity And Trust	Result Oriented Imagineering Strategic Agility Managing Through Systems	Organizational Culture Managing Vision & Purpose Culture of Empowerment Perseverance
Managing Others 16 hours/ module	Interpersonal Power Managing Boss Motivating Others State Management Congruency	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	Resolving Conflicts Dealing With Difficult People Handling Discipline Perceptual Flexibility The Framing Games
Managing Self 20 hours/ module	Self Mastery Winning Attitude Mastering Success Positive Mental Attitude Minimizing Work Stress Work-Life Balance	Personal Productivity Write Effortlessly Manage Time Getting Organized Effective Meeting Accelerated Learning	Communication Communicate Clearly Building Rapport Active Listening Speak with Power Business Etiquette
	Empowerment Creative Thinking Decision Making Dealing With Change Assertiveness Accountability		

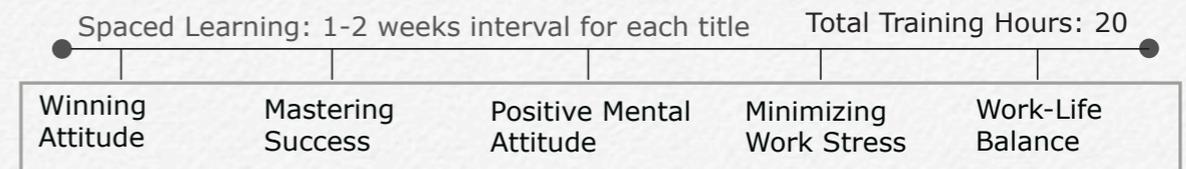
**For Workplace Excellence**

# Managing Self Modules

Managing Self Modules	<b>Self Mastery</b>	<ul style="list-style-type: none"> <li>Winning Attitude</li> <li>Mastering Success</li> <li>Positive Mental Attitude</li> <li>Minimizing Work Stress</li> <li>Work-Life Balance</li> </ul>	<b>Managing Self</b> <ul style="list-style-type: none"> <li>• Self Mastery</li> <li>• Personal Productivity</li> <li>• Communication</li> <li>• Empowerment</li> </ul>
	<b>Personal Productivity</b>	<ul style="list-style-type: none"> <li>Write Effortlessly</li> <li>Manage Time</li> <li>Getting Organized</li> <li>Effective Meeting</li> <li>Accelerated Learning</li> </ul>	<p>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.</p> <p>Each module consists of 5 titles that are carried out every week to ensure spaced learning and continuity.</p>
	<b>Communication</b>	<ul style="list-style-type: none"> <li>Communicate Clearly</li> <li>Building Rapport</li> <li>Active Listening</li> <li>Speak With Power</li> <li>Business Etiquette</li> </ul>	
	<b>Empowerment</b>	<ul style="list-style-type: none"> <li>Creative Thinking</li> <li>Decision Making</li> <li>Dealing With Change</li> <li>Assertiveness</li> <li>Accountability</li> </ul>	

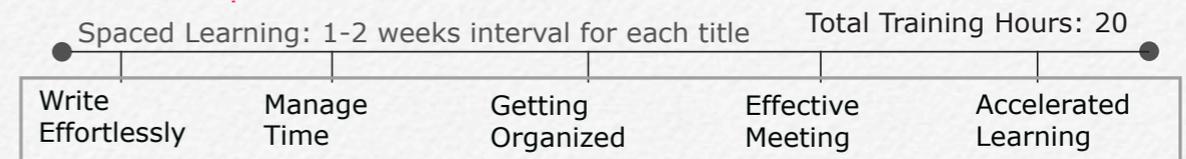
## Self Mastery

<b>Learning Objective</b>	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.
<b>Learning Outcomes</b>	<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>
<b>Audience</b>	The whole workforce



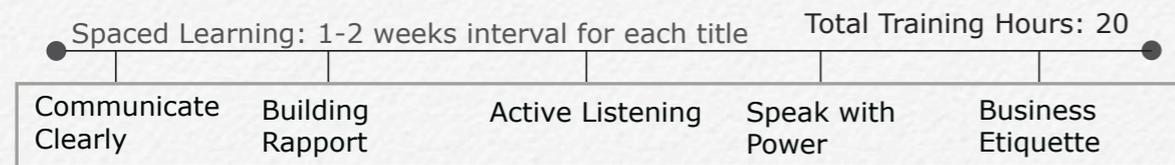
## Personal Productivity

<b>Learning Objective</b>	At the end of the training sessions, the participants, within the work environment; will be able to increase their personal productivity.
<b>Learning Outcomes</b>	<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>
<b>Audience</b>	The whole workforce



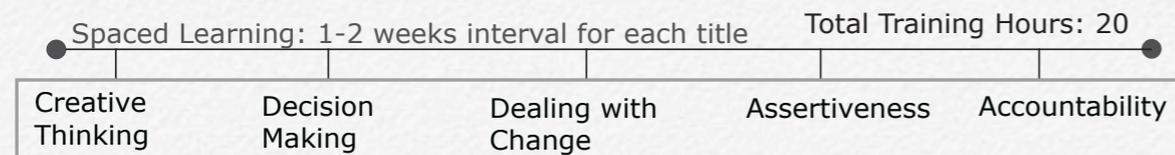
## Communication

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	<ol style="list-style-type: none"> <li>1. Achieve results in your communications with others</li> <li>2. Communicate effectively using simple, concise and direct language</li> <li>3. Enhance your active listening skills to anticipate and avoid common misunderstandings</li> <li>4. Eliminate the roadblocks that undermine your ability to communicate effectively</li> </ol>
Audience	The whole workforce



## 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	<ol style="list-style-type: none"> <li>1. Be more proactive at workplace</li> <li>2. Take increased responsibility and accountability over situations at work</li> <li>3. Be able to bring probable solutions, and not just the problems.</li> </ol>
Audience	The whole workforce

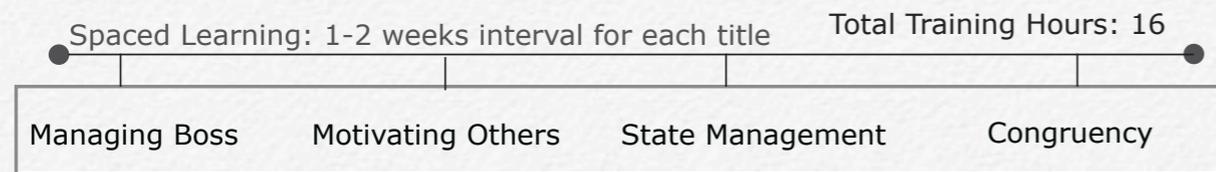


## Managing Self Modules

Managing Others Modules	Interpersonal Power	Managing Boss Motivating Others State Management Congruency	<b>Managing Others</b> <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> <p>The Managing Others Development Programs consisting of 6 separate modules are specifically designed to help individuals within organizations to work effectively with everyone.</p> <p>Each Module consists of 4 titles that are carried out every week to ensure spaced learning and continuity.</p>
	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		

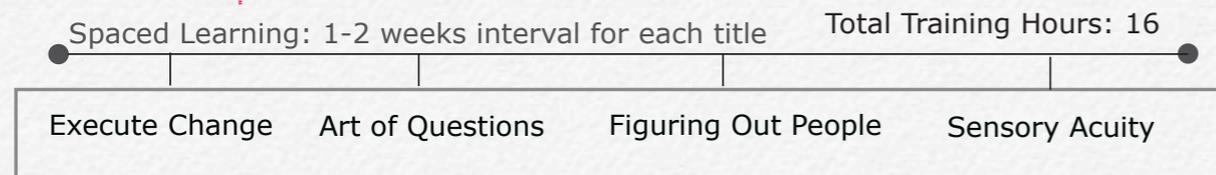
## Interpersonal Power

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



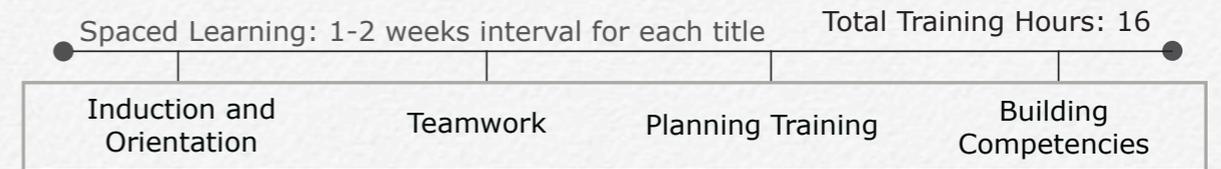
## Leading Change

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



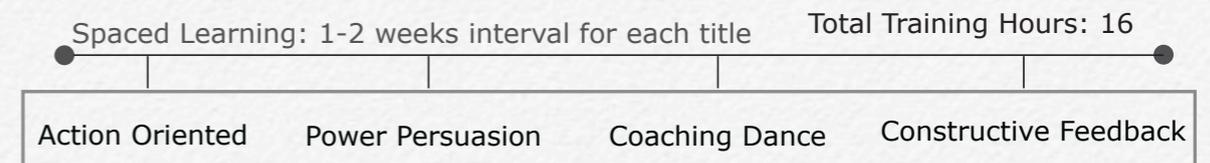
## Develop Team

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



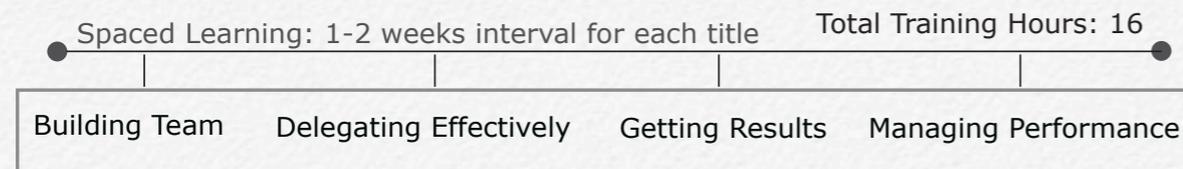
## Leading Team

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



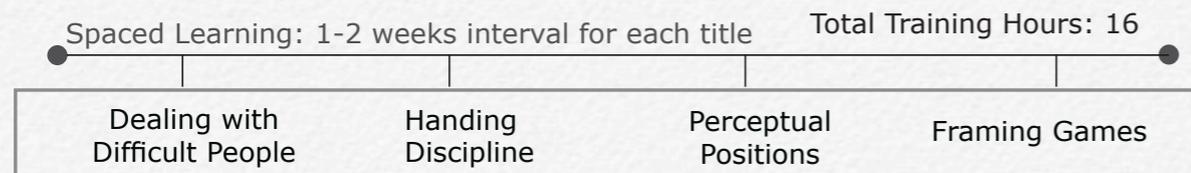
## Effective Team

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	<ol style="list-style-type: none"> <li>1. Understand systematic team work</li> <li>2. Understand why teams fail and learn to avoid these mistakes</li> <li>3. Able to give clear and actionable instructions to getting results</li> </ol>
Audience	Managers, Supervisors, and Leaders

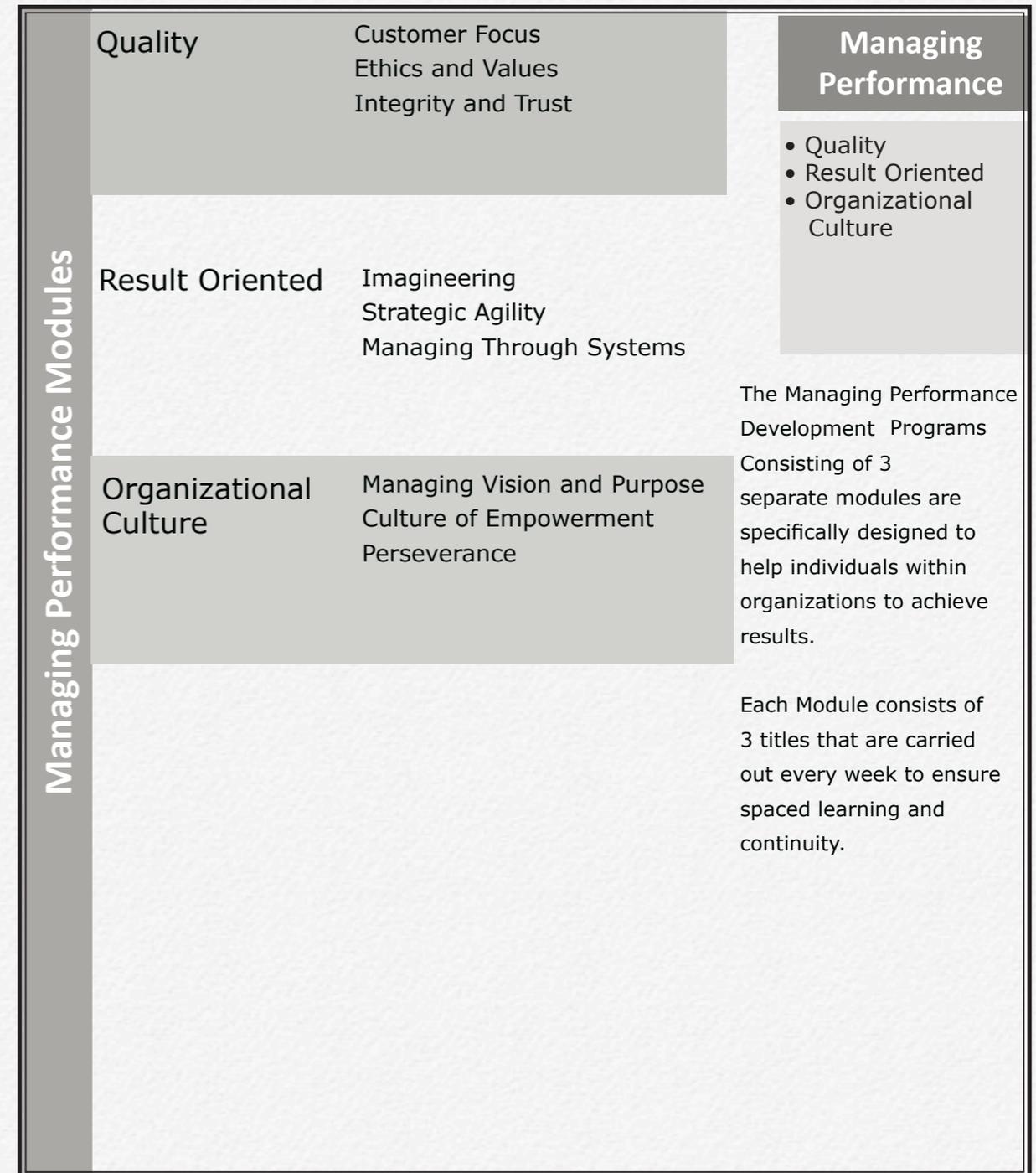


## Resolving Conflict

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	<ol style="list-style-type: none"> <li>1. Identify factors that create conflicts in the workplace</li> <li>2. Understand basic behavioral styles and know how to adjust to each for conflict prevention</li> <li>3. Learn and appreciate perspectives of different people.</li> </ol>
Audience	Managers, Supervisors, and Leaders



## Managing Performance Modules



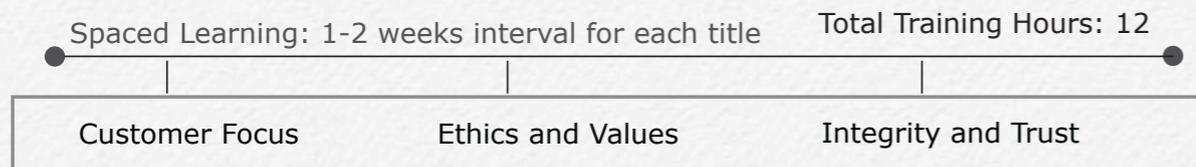
## Quality

**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**

1. Understand and appreciate customer's expectations and strive to meet and exceed them.
2. Inculcate the values essential to putting customers first by advocating ethical business practices
3. Instil integrity and trust in the organization

**Audience** Executives, Managers, Senior Managers



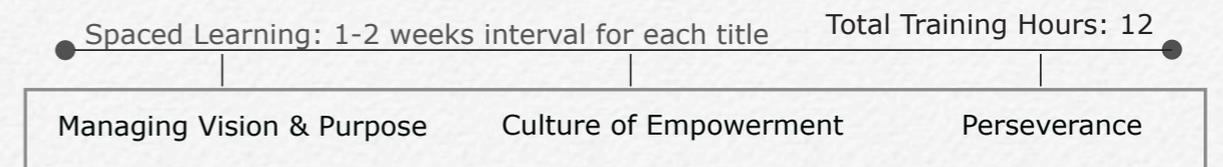
## Organizational Culture

**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**

1. Able to communicate the vision and purpose of organization
2. Enabling and empowering your workforce to take the necessary actions to achieve the organizational goals
3. To develop tenacity and perseverance in management to deal with challenges in any growing organization

**Audience** Executives, Managers, Senior Managers



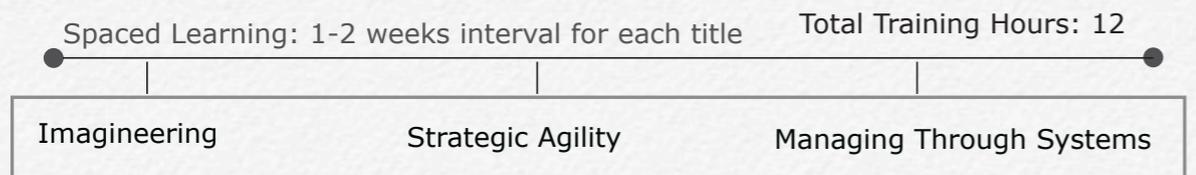
## Result Oriented

**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**

1. Understand and establish the benchmark for greatness through learning Disney's Imagineering strategy.
2. Identify the key enablers for organizations to be agile to face market demands.

**Audience** Executives, Managers, Senior Managers



# MWS Support Tools

[MWS Partner Portal](#) is set up to facilitate the MWS Strategic Partners and Business Partners.

It has all the marketing tools, articles and resources, plus trainers' resources that include thousands of activities, metaphors, etc.

The screenshot displays the MWS Partner Portal interface. At the top right, the logo "miniworkshopseries™" is visible. The main content area is divided into several sections:

- Sign In:** A form with fields for "Username" and "Password", and a "log in" button. Below it are links for "Register" and "Forgot password?".
- Our Purpose:** A section with a right-pointing arrow icon, stating the portal's purpose is to provide MWS Partners and Clients with a web-based one-stop shop with tools and solutions to promote learning and enhance performance. It also states it is a place designed for everyone in the human performance industry.
- Navigation Icons:** Three orange icons representing "Talents" (three people), "Events" (a calendar), and "Resources" (a document with a pencil).
- Search Tools:** Three search forms. The first is for "Talents" with a "Select Type" dropdown and a "Select Event/Function" dropdown. The second is for "Events" with a "Select Event/Function" dropdown. The third is for "Resources" with an "Enter Search Phrase" text field and a "Select Theme/Expertise" dropdown.
- Free Edition:** A section titled "Free Edition" with a description: "Watch or listen to free videos, audio clips and articles from some of the leading-edge thinkers and teachers in the personal growth field."
- Professional Edition:** A section titled "Professional Edition" with a description: "Create events and promote upcoming trainings and seminars. Tap into the Knowledge-base centre that has over 1000 stories, metaphors, ice-breakers and learning activities."

At the bottom of the page, there is a dark grey banner with the text: "EMPOWERING PEOPLE TO LEARN, REFLECT, DISCOVER AND CHANGE BY CREATING A FUN LEARNING ENVIRONMENT FOR PERSONAL AND ORGANIZATIONAL TRANSFORMATION." Below this banner is the copyright notice: "Copyright © 2010 MiniWorkshopSeries™ New Approach | Fresh Perspective | [Contact Us](#)"

[Visit The MWS Partner Portal](#)

# MWS

MiniWorkshopSeries

---

## Related Glossary Terms

Drag related terms here

---

**Index**

Find Term