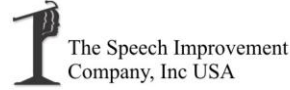


# SEMINAR ON HARNESSTHE POWER OF YOUR COMMUNICATION

Jointly organize by:-



10– 11 MAY 2010

(9AM TO 5PM, MON & TUES)  
SUNWAY RESORT HOTEL AND SPA,  
PETALING JAYA, MALAYSIA

## ETHAN F. BECKER LIVE

Communication is a make or break skill for leaders and managers in every industry and workplace. “Harness The Power of Your Communication” seminar delivers the skills you need to build your confidence, motivates your people, and, ultimately, enact measurable change throughout your organization

If you want your voice heard in every meeting, if you want others to share you vision, if you want your team to deliver results – YOU MUST BE A MASTER OF COMMUNICATOR. This seminar will put you on that path.

This seminar is designed to help you practice and test your new skills so you can quantify your progress. In no time, you will learn how to EMPOWER TEAMS, REDUCE STRESS, GARNER TRUST, DELIVER MEMORABLE PRESENTATIONS AND SATISFY CLIENTS.

### CHANGE YOUR LIFE

Ethan F. Becker is the co-author of Mastering Communication at Work and President of THE SPEECH IMPROVEMENT COMPANY INC.. He and his firm have changed the lives of over half a million people around the world!

## MASTERING COMMUNICATION AT WORK



HOW TO LEAD, MANAGE,  
AND INFLUENCE

Ethan F. Becker & Jon Wortmann

Learn to master the 8 most common  
challenges in organizations

Handle Conflict  
Motivate  
Persuade  
Defensiveness  
Build Relationships  
Presentations  
Control Nervousness  
Situational Leadership



Ethan F. Becker  
Senior Coaching Partner  
THE SPEECH IMPROVEMENT COMPANY  
INC.

Ethan changed my life by helping me to see how the best leaders communicate. When working with talent such as Beyonce, Jay Z, Kanye West, communication skills help ensure relationships remain strong and healthy. Those relationships are a big part of keeping EMI on top.

- Big Jon Platt: President EMI Publishing

Brought to you in Malaysia by:  
Ezra Business Coaching and Consultancy Services

Tel : 03-5891 9043

Fax : 03-5882 0763

H/P : 012 231 7622

Email: [training@ezrabiz.com](mailto:training@ezrabiz.com)

## MOTIVATION

How amazing does it feel when others are striving to accomplish their goals? When others are motivated, they work harder and smarter. Leaders motivate through powerful communication. That skill doesn't happen overnight, or because you learned a quick phrase out of a book. True motivation comes from learning how to read your listeners and how they think, then matching the right communication to know just what to say.

## CONFLICT

Does conflict paralyze you? Conflict happens. And when it happens, you want to be ready. When it gets out of control, productivity comes to a grinding halt. The best managers in the world know how to masterfully diffuse conflict and keep teams moving forward.



Ethan and his firm's methods, educational and motivational style comes from research and work with over half a million clients across 5 decades of coaching. Ethan has helped leaders and managers around the world to become powerful communicators. He has helped private organizations in Malaysia for years and is now available to help the general public in this 2-day exclusive seminar. Tickets are limited so order yours today.

“Ethan changed my life by teaching me how to influence attitudes and be strategic with my communication”.

Murali Menion,  
General Manager Suria KLCC

**Register Now:**  
**CALL Ezra Business Coaching and Consultancy Services**  
**03-5891 9043**  
**H/P: 012-231 7622**  
**Email: training@ezrabiz.com**

**10- 11 May 2010, 9am to 5pm**

## PERSUASION

Have you ever wondered why others just don't seem to get your ideas? The ability to persuade others to see your point of view is a crucial skill for all levels in organizations. Learn the oldest and most powerful modes of persuasion as taught like never before. For over 2000 years, human beings have been persuading. Learn how leaders of countries use Aristotle's theory's of persuasion to move the world and how simple managers use the same theories to move their teams.

## DIFFUSE DEFENSIVENESS

Did you know that your words and tone of voice can dictate if another person is going to be defensive? When people become defensive, they stop listening. Communication breaks down, relationships weaken and productivity stops. Learn what thousands of leaders and managers around the world have been learning and mastering. Whether it's talking with a family member, customer or colleague you will learn the most powerful techniques to diffuse defensives in any situation.

## BUILD RELATIONSHIPS

There is no doubt about it, with stronger relationships you can take your team to a whole new level of productivity. The stronger the relationship the higher the quality of communication. The more information can communicate with less words, the more productive you can be. Learn how to develop and repair relationships to ensure your communication goes well.



*“When you have the tools to communicate effectively, amazing things happen in your life.” - Ethan F. Becker*



Register Now:  
CALL Ezra Business Coaching and Consultancy 603-5891 9043  
H/P: 012-231 7622  
Email: [training@ezrabiz.com](mailto:training@ezrabiz.com)

10 – 11 May 2010, 9am to 5pm



*FOR 45 YEARS HUNDREDS  
OF THOUSANDS OF  
MANAGERS, LEADERS,  
CELEBRITIES HAVE  
VISITED THE TSIC  
HEADQUARTERS IN  
BOSTON, MASSACHUSETTS,  
USA.*

## PERFECT PRESENTATIONS

Have you suffered from boring presentations? Ethan F. Becker has helped thousands to develop presentation styles and ensure their messages are received with clarity and power. You will learn best practices in how to create and deliver powerful effective presentations.

## CONTROL NERVOUSNESS

Have you ever felt nervous when you need to speak? Whether it's a formal presentation or a one on one communication, the fear of public speaking is on of the top fears in the world. For some people it's a slight

discomfort while others experience terror. Learn where the fear comes from and most importantly how to control it!

## LEADERSHIP

What do the most powerful leaders in the world have in common? The ability to adapt their communication based on the situation at hand. Situational Leadership is a skill. Learn how situational leadership translates into communication.

## PRIVATE WORKSHOPS AND COACHING

**Ethan will design and deliver a customized communication skills workshop for your organization. Ethan will be in town for 1 week and available for private in-house programs from 13, 14 & 15 May 2010. For your information, days are limited, so interested parties must call now. This will be a first come first serve basis.**

**Call Ezra Business Coaching and Consultancy 03-5891 9043**

## WHO SHOULD ATTEND

**CEOs, VPs, Directors, General Managers, Managers and Executives, Team Leaders or Heads of Department of Customer Service/Sales & Marketing/Front Desk/Human Resources/Training/Administrative Professionals/Public Relations/Corporate Communications/IT Professionals, Governmental officers, and any other professional who wants to learn the secrets of today's greatest communicators.**

**SEMINAR FEE – HARNESS THE POWER OF YOUR COMMUNICATION**  
**10 – 11 May 2010 (Mon – Tues) 9 am to 5 pm**  
**SUNWAY RESORT HOTEL AND SPA**

REGISTRATION	DATE	AMOUNT
Early Bird Registration	Before 28 March 2010	Individual - RM1799.00 Group of two or more – RM1700.00 per person
Normal Registration	Before 28 April 2010 -	Individual - RM1999.00 Group of two or more – RM1900.00 per person
VIP Coaching Registration (Limited to 50 pax only)	1 full day Coaching Program on 12 May 2010 (Wed), 9 am to 5pm  <i>Inclusive of 2 –day seminar on “Harness The Power of Your Communication – 10 to 11 May 2010 and a copy of Mastering Communication at Work written by Ethan F Becker &amp; Jon Wortmann”</i>	RM3500 per person

## DO YOU KNOW ETHAN?

Ethan Becker is a second-generation speech coach and trainer with THE SPEECH IMPROVEMENT COMPANY, INC. He holds two degrees in communication and is currently enrolled in a doctoral study. He is co-author of Mastering Communication at Work, which is published worldwide by McGraw-Hill.

Ethan has developed and delivered powerful customized motivational training programs on various topics related to communication worldwide. In addition to group work, Ethan serves as trusted advisor and coach to thousands of clients around the world.

“In today’s competitive business environment, it is critical that messages be communicated with clarity, competence and confidence. Human beings have the potential to be as effective as they wish. Sometimes, it’s learning a whole new skill, while other times it’s just a bit of guidance.” comments Ethan.

Born into a family of Speech Coaches, Ethan has a patient and precise one-on-one coaching style, which is complimented by his motivational group training technique. Topics for which Ethan brings unique expertise include: Executive communication, leadership and management communication, presentation skills, motivational speaking, persuasion, negotiation, dealing with conflict, and more.

Ethan holds an MBA from the school of business at Capella University, with a dual focus on International Business Communication and Leadership and presently engaged with his doctoral study focused on psychology at the Harold Abel school of psychology at Capella University

He is energetic and inspirational as both a trainer and coach to his clients and as a colleague at THE SPEECH IMPROVEMENT COMPANY, INC.  
Visit <http://speechimprovement.com>

Ethan has helped such companies as

**Harvard University,  
Apple Computer,  
Boston Scientific,  
Bain Capital,  
Forrester Research,  
Canon USA,  
Biogen IDEC,  
Smith Barney  
The FBI,  
CBT Architects,  
Build Boston,  
Northeast Human Resources  
Association, Aspentech,  
Kronos,  
SuriaKLCC,  
IBM, as well as countless individual  
executives, managers, politicians,  
celebrities and other clients from  
around the world.**

