

Decoding Digital Body Language



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LIVE VIRTUAL TRAINING VIA ZOOM

26 November 2020

LEARN HOW TO

- Decode and interpret the digital body language – i.e. all the things we do (and don't do) online – to analyse the behaviour and mindset of individuals.
- Apply digital body language to the area of learning & development in an organisation.
- Understand how to communicate with people differently in a world where communication and training methods are rapidly evolving, and virtual modes are increasingly prominent.
- Apply digital body language to groups, forums, enterprise social networks, social media, internal and external electronic behaviour, communities, webinars and virtual classrooms.

ABOUT YOUR COURSE TRAINER

Dr Francis Goh

Director, R1 Training Pte Ltd based in Singapore



Dr Francis Goh is a Director of R1 Training and also the CEO of Hehsed Consulting. Prior to this, he was the CEO at the global HR consulting firm, Mercer. Francis has more than 20 years of international experience in the technology and energy industries, having had numerous P&L and high impact leadership roles with global leaders such as Accenture, SAP, HP, Microsoft and ExxonMobil. During this time, Francis has worked across Asia, Europe and the United States.

Francis specialises in the areas of emerging solutions, breakthrough business models and innovation. He has a proven track record in building high-performance teams and overachieving both revenue and profit targets consistently. Francis is a hands-on leader with deep solution and value-selling expertise across a broad spectrum of clients in the Asia Pacific region across industries such as Retail, Supply Chain, Oil & Gas, FSI, telco, manufacturing and the government. Francis is passionate about customer experience, managing, and coaching high-performing talent. He is also a recognised keynote speaker and is frequently invited to speak at various industry platforms.

PAST TESTIMONIALS OF THE COURSE TRAINER

“Francis brings inspiring insights about the future impact of the digital enterprise with practical advice and development programs to enable that future state. It has been a pleasure working with him on different engagements.”

- **CEO Southeast Asia, Aon Hewitt**

“I liked the way Francis delivered the course at a comfortable pace. Overall a very knowledgeable and highly effective trainer.”

- **Head of Digital Employee Experience & Analytics, Cathay Pacific Airways**

“Francis brought together a wide range of expertise with his insights of the future digital transformation. I benefited greatly from his informative presentation highlighting new demands for the digital technology age.”

- **Managing Director, Technology Consulting Group (Hong Kong)**

“Selling careers to our candidates and selling problem-solving ideas to our internal customers were made much easier with Francis help. He is decisive and possesses superior listening skills. I have personally benefited from hearing Francis’ perspectives and principles. It has been a pleasure working with Francis and his team.”

- **Head of HR, Defence Science Organisation (DSO) Laboratories Singapore**

“Francis was very willing to share and impart his knowledge, and gave us some very good information.”

- **Vice President, Human Capital Management, Parkway Hospitals**

COMPANIES THAT HAVE BENEFITED FROM TRAINER'S EXPERTISE

- ACRA Singapore
- Canon
- CPF Board Singapore
- Certis Cisco
- DBS Bank
- Employees Provident Fund Malaysia
- Far East Organization
- IMDA Singapore
- Jones Lang LaSalle
- Khazanah Nasional Berhad
- DHL
- Malaysian Communications & Multimedia Commission
- National Healthcare Group
- NTUC Learning Hub Singapore
- Parkway Hospitals
- PETRONAS
- Pfizer
- Samsung
- SAP
- Shell
- Shiseido
- Singapore Press Holdings
- Singapore University of Technology and Design
- Sony Electronics

WHY YOU SHOULD ATTEND

Digital Body Language is the aggregate of all the digital activity you see from an individual. There are much to learn from every opened or clicked email, every visit to a website, every search on the internet and every webinar attended. All of these form part of an individual's digital body language.

In the same way that body language is a blend of facial expressions, body posture, eye motions, and other details and actions, all digital touch points make up the digital body language.

Similar to face-to-face interactions, the same level of interaction and interpretation is achievable in the digital world. Every move of the mouse can be an indication of structured behavioural patterns that determine an individual's digital body language and mindset.

In this business world where virtual communication is increasingly becoming the standard mode of interaction, being able to interpret this digital body language is a must-have skill for everybody. In particular, there is much value to be gained for a L&D professional who is well-versed in the art of digital body language.

This virtual training course is designed for L&D professionals. In this course, you will learn what digital body language is and learn how to apply it to the area of learning & development in an organisation. With face-to-face communication and training changing rapidly, especially in the current pandemic-impacted world, it is paramount for us to understand how to communicate with people differently. Learn how to apply digital body language to groups, forums, enterprise social networks, social media, internal and external electronic behaviour, communities, webinars and virtual classrooms.

WHO SHOULD ATTEND

- Chief Human Capital Officers
- Directors, Vice Presidents, Department Heads, Managers and Team Leads in charge of:
- Human Resources
- Learning & Development
- Organisational Development
- Change Management
- Team Management
- Performance Management
- Employee Experience
- Other departments in the HR function
- HR Business Partners and Consultants
- Agile Coaches

All other professional/business stakeholders involved in organisational development, employee experience, change management, team management, performance management and Agile transformation.

COURSE OUTLINE

| TIME | AGENDA |
|----------|---|
| 9.45 am | Virtual Coffee and Networking |
| 10.00 am | 1. Introduction to Digital Body Language <ul style="list-style-type: none">• What is Digital Body Language?• Roots of Digital Body Language in marketing and how DBL can be extended to learner engagement in L&D.• The significance of digital traces left behind by individuals and how these digital traces are reflections of the subconscious mind. |
| 10.45 am | Break |
| 11.00 am | 2. Applying Digital Body Language to Learning & Development in Organisations <ul style="list-style-type: none">• Making use of Digital Body Language to provide value to learners• Digital body language and how they apply to groups, forums, enterprise social networks, social media, internal and external electronic behaviour, communities, webinars and virtual classrooms• How to make use of Digital Body Language to shift the learning experience and culture in the organisation |
| 12.00 pm | Lunch |
| 1.00 pm | 3. Instructional Design Frameworks and Methods <ul style="list-style-type: none">• Introduction to the ADDIE model and the iterative process based on insights gleaned from DBL• Design Thinking Method & Agile Principles for application on Instructional Design. |
| 1.45 pm | Break |
| 2.00 pm | 4. Designing courses using various Instructional Design Methods <ul style="list-style-type: none">• Participants will engage in group discussions with fellow participants to discuss relevant considerations, how insights you perceived would influence your course design, and how your course design is likely to increase learners' engagement.• Application of the Design Thinking Method and Agile principles to develop a deeper understanding of the learners' needs, thus developing the more accurate and focused Learning Objectives. Utilising data to think about the future of L&D and enhance experiences and content strategies with technology. |
| 3.00pm | End |

REGISTER NOW

| Decoding Digital Body Language for L&D | |
|---|---|
| Format | Virtual via Zoom |
| Dates | 26 November 2020 |
| Price Per Person | <p>Early Bird: USD 399 (on or before 13 November)</p> <p>Regular Price: USD 499 (After 13 November)</p> <p>*Excluding GST</p> |
| Group Discount | 10% off for Group Registrations of 3 delegates or more |
| Contact Person for Registration and Group Discounts | <p>Seraphine Neoh Senior Project Manager Tel: +65 6423 0329 Email: seraphinen@humanresourcesonline.net</p> |
| Amendment / Cancellation Policy | <ol style="list-style-type: none"> 1. All bookings are final. 2. Should you be unable to attend, a substitute delegate is welcome at no extra charge. 3. HR Masterclass Series cannot provide any refunds for cancellations. 4. HR Masterclass Series reserves the rights to alter the programme without notice, including the substitution, amendment or cancellation of trainers and/or topics. 5. HR Masterclass Series is not responsible for any loss or damage as a result of a substitution, alteration, postponement or cancellation of the event. |

ABOUT HR MASTERCLASS SERIES

As the training division of *Human Resources*, HR Masterclass Series takes a proactive role in organising a regional series of public and in-house training courses across Asia. Together with our conferences and awards shows, these courses form part of a complete suite of events specifically tailored for senior HR professionals.

Courses are conducted in a personalised and interactive workshop setting with practical case studies and exercises from our expert trainer. Delegates will take away global best practices, fresh ideas and customised solutions for implementation back in their organisations.

HR Masterclass Series is committed to being a trusted learning partner of HR practitioners throughout Asia.

Past HR Masterclass Series Delegates were from:

- ABB
- Abbott Manufacturing
- Accounting and Corporate Regulatory Authority (ACRA) Singapore
- Advanced Micro Devices
- Agilent Technologies
- AirAsia
- Alliance Bank Malaysia
- Allianz Insurance
- AmBank Malaysia
- ASTRO Group
- Aviva
- Bank Negara Malaysia
- BASF South East Asia
- Canon
- CapitaLand
- Dell
- DHL
- Discovery Networks
- DSO National Laboratories Singapore
- Energy Market Authority, Singapore
- Federal Express
- Gamuda
- Genting Malaysia
- Great Eastern Life Assurance
- Grey Group
- Hilton Hotels & Resorts
- Housing and Development Board Singapore
- Infineon Technologies
- Intel
- JTC Corporation
- Khazanah Nasional Berhad
- Levi Strauss Asia Pacific
- Malaysia Airlines
- Malaysia Airports Holdings
- Malaysian Communications and Multimedia Commission
- Marina Bay Sands Singapore
- MasterCard
- Maxis Group
- NetApp
- NCS
- PETRONAS
- Pos Malaysia
- Prudential
- S P Setia
- SAP
- Sime Darby
- Singapore National Eye Centre
- Singapore Press Holdings
- SMRT Corporation
- ST Logistics
- StarHub
- Siemens
- Telekom Malaysia
- Tenaga Nasional Berhad
- The Walt Disney Company
- United Overseas Bank (UOB)
- United Parcel Service
- Volvo
- Wartsila
- WorleyParsons
- Yale-NUS College
- Zurich Insurance