

Kuala Lumpur 05-06 November 2020



# Executive Presence & Corporate Storytelling for the Influential HR Leader

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to save much more off the Regular Price!

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## LEARN HOW TO

1. Improve your credibility and influence as a HR professional by enhancing your personal branding and executive presence.
2. Accelerate your career and get a seat at the table.
3. Learn the fundamentals of corporate storytelling and deliver a convincing and impactful story of change.
4. Influence and convince senior management in high-stakes meeting.
5. Leverage on storytelling to build a stronger HR brand.

## ABOUT YOUR COURSE TRAINER

**Dr. Tanvi Gautam**  
Founder, Leadershift Inc based in Singapore

Dr. Tanvi Gautam, a regular visitor to the C-suite, is as a multi-award winning keynote and TedX speaker, best-selling author and consultant on transformational leadership in the age of disruption. Noted internationally as a top 10 HR influencer on social media, she was named by the Workforce magazine (USA) in the 'Game Changer' awards list.

Dr. Tanvi is also on the board of the Asian Region Training and Development Organisation. She often serves as jury on prestigious HR awards such as the LinkedIn Conscious Business Leader Awards; Britcham Diversity & Inclusion Awards. Her insights on the future of work have been quoted and published in forums such as Harvard Business Review, Forbes.com, Wall Street Journal Mint, The Business Times & Economic Times.



HR Masterclass Series is brought to you by *Human Resources Online*  
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Contact: Adrian Ray (Malaysia) | +65 6423 0329 | [adrianr@humanresourcesonline.net](mailto:adrianr@humanresourcesonline.net)

## ABOUT YOUR COURSE TRAINER (CONTINUED)

She is also a corporate storytelling and narrative coach who helps leaders use the power of narrative for digital transformation, employer branding, culture change and sales. Her case studies on HR transformation are used internationally by business schools for MBA programmes. She was a faculty at University of Richmond in the Master of HRM (for executives) in the area of Technology and HR, and also taught in the PhD program at Virginia Commonwealth University.

Before starting her own consulting practice, she worked with Arthur Andersen and Tata Consultancy services. She is the founder director of the highly transformational global women and leadership program at Singapore Management University. Her clients have included senior leaders from Merck, Microsoft, Medtronic, National Healthcare Group (Singapore), Mastercard, KPMG, Schneider, NCR amongst others. Dr. Tanvi earned her Phd from the Business School at the University of Pittsburgh in the area of Organisational Behaviour, Human Resources and Information Systems.

## PAST TESTIMONIALS OF THE COURSE TRAINER

“Dr Tanvi’s approach to Executive Presence is powerful. Unlike most program which train or focus on the “steps”, “traits” and “tools” of Executive Presence, I like her engaging approach in leading us to internalize the profound concept. She simplified it, powered by action packed activities, inspirational, authentic and such a mastery in storytelling. Highly recommended!” – **Rachel Foo, Country Head, Human Resources, Merck Group**

“It was an absolute pleasure and an enriching learning experience attending Dr. Tanvi’s session focusing on helping raise our game as leaders. Her inputs were thought provoking and the learnings gathered from the discussions were profound. She is a highly engaging speaker that brings real world consulting and coaching experiences into the room allowing us to expand our mental models and capabilities tremendously.” – **Abhay Parashar, Talent & Development Lead, The Absolut Company**

“Tanvi was phenomenal in her storytelling workshop for senior leaders. She helped us navigate through the art of communicating effective stories that resonates, even if we have a “dry topic” to pitch. I enjoyed her expert insights and her commanding presence in honing this often-neglected skill set – a solid Business or personal story resonates and will help one secure support and resources for causes we represent. Dr Tanvi is masterful and highly recommended for anyone who wants to raise the bar.” – **Frederick Fong, Head of Asia, Women’s Health Franchise, Zuellig Pharma**

“I had the chance to attend Dr. Tanvi's story-telling workshop as part of our annual HR Conference agenda in 2019. Given the humble duration of the workshop, I'm impressed by the connectedness and relevancy of the skill that linked to HR agenda. Her skills to deliver the workshop was also top-notch that captured everyone's focus and thrilled us with the stories told. I would be happy to have more time on this topic next.” – **Vu Nguyen, HR Manager – Talent Management, Suntory Beverage & Food Asia**

## COMPANIES THAT HAVE BENEFITED FROM TANVI'S EXPERTISE

- Medtronics
- Dell
- Exxon
- NCR
- Verizon
- BNP Paribas
- Mastercard
- SAP
- Johnson & Johnson
- Microsoft, and more!

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## WHY YOU SHOULD ATTEND

Imagine someone who is able to draw all eyes to him or her the moment he/she walks into a room. This person carries with him/her an air of gravitas and charisma, and you immediately know that the person is in charge – not because he/she is bossy or demanding, but because this person naturally gives off a sense of credibility and influence. And when this person talks, he/she conveys his/her thoughts and messages with such remarkable clarity that the words inspire action in all who are present.

Now imagine this person is you.

With our brand-new two-day workshop on executive presence and corporate storytelling led by Dr Tanvi Gautam, you can become an influential HR leader and influencer whose views are respected and valued by senior stakeholders and employees. Dr Gautam has been listed as one of the Top 25 HR Influencers on Social Media by SHRM-I for 5 years in a row and was awarded for Teaching Excellence by SMU in 2019.

Too often, failures to gain C-suite or employee buy-in have served as roadblocks to the successful implementation of new HR initiatives. To be an effective leader these days, it is not enough to just know how to do your job. How people perceive you and how you communicate are essential leadership requirements to have if you want to accelerate your career.

This workshop teaches two evergreen skills to HR leaders and professionals who aspire to be influential leaders in their organisations:

1. Day One aims to help you improve your credibility and influence as a HR professional through enhancing your personal branding and executive presence.
2. Day Two aims to help you communicate effectively when leading change, making important recommendations and handling delicate issues through effective corporate storytelling.

By the end of the masterclass, you will learn to define and consistently live your personal brand as an influential and impactful HR leader, and gain the knowledge to apply storytelling to high-stakes meetings as well as other HR imperatives such as L&D, onboarding, culture and coaching.

What's more – for the very first time, we are offering you the flexibility to choose to attend both days of the workshop or just one day on either Personal Branding & Executive Presence or Corporate Storytelling!

## WHO SHOULD ATTEND

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

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

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# COURSE OUTLINE – DAY ONE: PERSONAL BRANDING & EXECUTIVE PRESENCE

TIME	AGENDA
8.45 am	<b>Registration</b>
9.00 am	<b>1. Welcome, Introduction and Delegate Objectives</b>  Delegates will have a chance to get to know each other and discuss any topics or challenges that will be useful for training purposes.  This is a hands-on and highly interactive workshop that includes:  <ol style="list-style-type: none"><li>1. Engaging case studies</li><li>2. Real-time 'lab work'</li><li>3. Hands on activities</li></ol> <b>2. What is a personal brand (and what is not)?</b>  Personal branding is a powerful leadership enabler, but not many realise it. In fact, not many leaders understand what having a personal brand really means. In this section, our trainer will guide delegates on what a personal brand is, and the impact of personal branding on their leadership career.  <ul style="list-style-type: none"><li>• Assess the current state of your personal brand and examine ways to enhance your personal brand</li><li>• Top five personal branding mistakes that can ruin your career</li><li>• Strategically leverage your personal brand for an authentic impactful connection</li></ul>
10.30 am	<b>Break</b>
10.45 am	<b>3. Enhancing your executive presence</b>  If you want to accelerate your career and be an influential leader, having an effective “executive presence” is a crucial requirement. Executive presence signals to others that you have what it takes to lead and command a presence of respect and buy-in.  <ul style="list-style-type: none"><li>• What is executive presence?</li><li>• What are drivers of perceptions for your executive presence?</li><li>• Specific ways to enhance your persona brand.</li><li>• What are some common derailers of executive presence?</li></ul>
12.30 pm	<b>Lunch</b>
1.30 pm	<b>4. Navigating high-stake conversations as an influential HR leader</b>  <ul style="list-style-type: none"><li>• Learn to be seen as a competent leader by senior stakeholders.</li><li>• Learn how to navigate high-stake conversations effectively.</li></ul>
3.00 pm	<b>Break</b>
3.15 pm	<b>5. Managing high-stress situations as an effective HR leader</b>  <ul style="list-style-type: none"><li>• How do you convey your strategic value proposition with impact?</li><li>• Framework of managing high-stress situations with greater confidence</li></ul>
5.00pm	<b>End</b>

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# COURSE OUTLINE – DAY TWO: CORPORATE STORYTELLING

TIME	AGENDA
8.45 am	<b>Registration</b>
9.00 am	<b>6. Understanding what's a good story and the neuroscience of storytelling</b>  Welcome back to Day 2 of <i>Executive Presence &amp; Corporate Storytelling for the Influential HR Leader</i> . We will start the day by understanding what corporate storytelling is and how it can inspire desired beliefs and actions and drive buy-in in the organisation.  This is a hands-on and highly interactive workshop that includes:  <ol style="list-style-type: none"><li>1. Engaging case studies</li><li>2. Real-time 'lab work'</li><li>3. Hands on activities<ul style="list-style-type: none"><li>• Understand what makes a good story</li><li>• Examine the neuroscience of storytelling and how it can be applied to business.</li><li>• How is storytelling useful to you as a HR leader and how can it help you to lead change and make recommendations in your organisation?</li></ul></li></ol>
10.30 am	<b>Break</b>
10.45 am	<b>7. Fundamentals of corporate storytelling</b>  <i>"Even the greatest idea is unlikely to become reality if it isn't explained in a way that people can understand. Fortunately, Mr. Musk is exceptionally good at explaining what he wants to do, and not in stilted techno-speak, but in plain language that captures people's imaginations. In other words, he is a gifted storyteller."</i> – Writer Charles Morris on Elon Musk.  <ul style="list-style-type: none"><li>• How do you craft a good corporate story?</li><li>• Tools and techniques of purposeful storytelling</li><li>• Use your day-to-day experience to make and reinforce points in a corporate setting.</li><li>• Explaining a change, strategy or decision through effective storytelling.</li></ul>
12.30 pm	<b>Lunch</b>
1.30 pm	<b>8. Common pitfalls to storytelling</b>  Now that you have learnt the fundamentals of corporate storytelling, let's take it a step further and look at common pitfalls to avoid.  <ul style="list-style-type: none"><li>• Examining examples of common pitfalls to storytelling</li><li>• Specific ways to overcome common pitfalls to ensure that messages are conveyed in simple and impactful ways.</li></ul>
3.00 pm	<b>Break</b>
3.15 pm	<b>9. Real-time coaching and feedback to corporate storytelling</b>  In the final part of this masterclass, our trainer will coach and guide you on corporate storytelling so that you can return to your workplace and apply the technique with confidence.  <ul style="list-style-type: none"><li>• Discuss issues or challenges faced by you and your HR team in achieving adoption and buy-in from high-level stakeholders and employees for initiatives and proposals.</li><li>• Learn how to apply corporate storytelling to specific situations.</li></ul>
5.00pm	<b>End</b>

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## REGISTER NOW

<b>Executive Presence &amp; Corporate Storytelling for the Influential HR Leader</b>	
<b>Location</b>	Kuala Lumpur
<b>Dates</b>	05-06 November 2020
<b>Price Per Person</b>	<p>Full two-day masterclass:</p> <p>Early Bird: <b>USD 1100</b> (on or before 01 September)</p> <p>Regular Price: <b>USD 1500</b> (after 01 September)</p>
<b>Contact Person for Registration and Group Discounts</b>	<p><b>Adrian Ray</b> Project Manager Tel: +65 6423 0329 Email: <a href="mailto:adrianr@humanresourcesonline.net">adrianr@humanresourcesonline.net</a></p>
<b>Amendment / Cancellation Policy</b>	<ol style="list-style-type: none"><li>1. All bookings are final.</li><li>2. Should you be unable to attend, a substitute delegate is welcome at no extra charge.</li><li>3. HR Masterclass Series cannot provide any refunds for cancellations.</li><li>4. HR Masterclass Series reserves the rights to alter the programme without notice, including the substitution, amendment or cancellation of trainers and/or topics.</li><li>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.</li></ol>

## 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
- AEON Credit Service
- AirAsia
- Alliance Bank Malaysia
- Allianz Insurance
- AstraZeneca
- ASTRO Malaysia
- Bank Negara Malaysia
- Bumi Armada
- Canon
- CapitalLand
- Carrier International
- DHL
- DSO National Laboratories Singapore
- Ericsson
- FMC
- Fuji Xerox
- Fujitsu Asia
- Gamuda
- Gucci
- Hilton Hotels & Resorts
- Hong Kong Jockey Club
- International SOS
- Kantar Health
- Malaysia Airlines
- Malaysia Airports Holdings
- MasterCard
- Maxis Mobile
- McCann Erickson
- MediaCorp Singapore
- National Australia Bank
- NetApp
- NCS
- PETRONAS
- Prudential
- S P Setia
- Sands China
- Schneider Electric
- Sime Darby
- Singapore National Eye Centre
- Singapore Press Holdings
- SMCP Hong Kong
- SME Bank Malaysia
- StarHub
- Suntec Singapore
- Telekom Malaysia
- Tenaga Nasional Berhad
- The Walt Disney Company
- Tune Hotels
- United Overseas Bank (UOB)
- VADS Berhad
- Volvo
- WorleyParsons
- Yale-NUS College
- Yokogawa Engineering
- Zurich Insurance

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