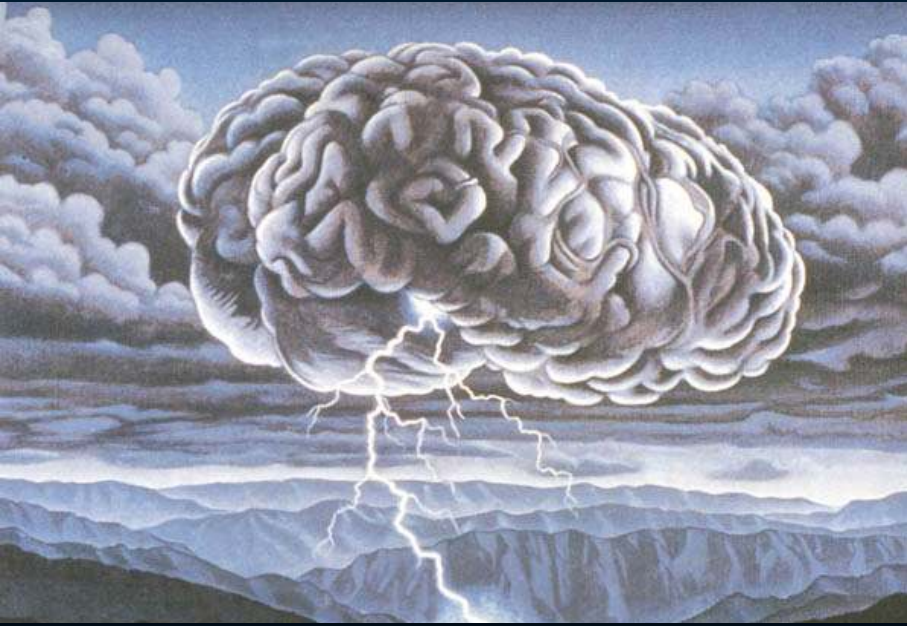


EFFECTIVE BRAINSTORMING



A 2-days intensive course by
Akashdip Singh

... drawing from his vast experience in dealing with internal and external customers and managing customer relationships.

With more than 13 years corporate experience, combined with his international exposure, Akash brings valuable insights to the training room.

Practice “Effective Brainstorming” to be ahead in the corporate race!

Brainstorming = Creative Thinking + Collaboration of thoughts on a topic

Successful and effective brainstorming sessions led by a facilitator, encourages a group of people to *think aloud and voice out their honest opinions in a comfortable environment*. There are some basic rules to ensure the effectiveness of a brainstorming session.

In this course, participants will be exposed to the brainstorming rules, techniques and the common pitfalls of a brainstorming session. They will understand better on how not only to participate but also facilitate an effective way of doing the brainstorming. Since brainstorming deals with people, this course covers the best way to deal with people in a brainstorming session and to guide them think out of the box.

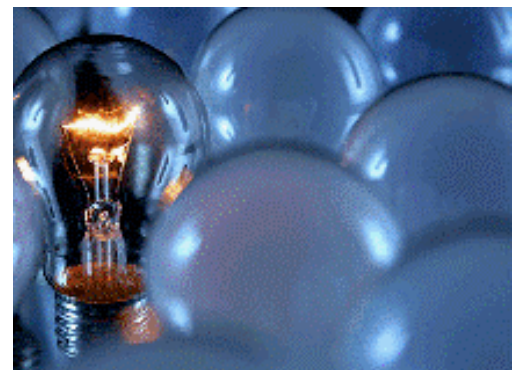
Participants will be exposed to games, involve in case studies as well as presentations which will help them towards effective brainstorming.

Upon program completion, participants will be able to

- ✓ Understand and apply the rules & techniques of brainstorming.
- ✓ Avoid the common pitfalls of brainstorming.
- ✓ Facilitate effectively a brainstorming session.
- ✓ Stretch their mind and think creatively during brainstorming sessions.
- ✓ Report effectively the results of brainstorming.

Who will Benefit?

- ✓ Management Staff (All Levels)
- ✓ Sales Staff
- ✓ Executives
- ✓ Technical and Non-Technical Staff
- ✓ All who require to brainstorm in order to increase productivity in their daily job functions.



For more information, please contact

IDC TRAINING HOUSE SDN BHD

TEL: 03-7956 5126

WWW.IDC-TRAINING.COM

HRD Approved “Class A” Training Provider (since Year 2002). Registered with Ministry of Finance.

EFFECTIVE BRAINSTORMING

Trainer's Background

Akashdip Singh, has more than 13 years of corporate experience and involved in the Training and Development field for more than 10 years. This gave him a special edge to share his knowledge in the areas of Motivation, Management and HR related topics, Presentation Skills, Team Building, Goal Setting, Customer Service, Customer Relationships, Supervisory Skills and issues related to People Skills.

Akash graduated with a Bachelor of Mechanical Engineering (Hons) Degree from University Technology of Malaysia (UTM); which meets the current academic requirement for standing as a Professional Engineer in Australia.

He started his career as an Engineer with Maxis Communications and later on, moved into managerial position. His last held position was as a Project Manager with YTL. He did his internship with Tenaga Nasional Berhad and Rothmans of Pall Mall. He has sound knowledge and rich experience in the Telecommunications, Energy and Manufacturing field.

One of Akash's main job responsibilities in his corporate capacity was to ensure customer satisfaction is not only met, but exceeded. He has vast experience in dealing with internal and external customers and managing customer relationships. Utilizing on his sound technical and people skills, Akash was assigned a key role as the coordinator between the technical and non-technical departments.

His passion lies in developing people by sharing his experience and exposing them to a variety of corporate games, then relates the learning to their work and life. Participants become self-motivated and more productive in their daily job functions. As a result, this benefits the companies they work for, in terms of output and profitability. Akash makes trainings extremely lively, full of zest and just simply creates magic in his sessions.

More than 10,000 executives have benefited from Akash's trainings / speeches. Some of his corporate clients include

- ✓ ALSTOM
- ✓ Intercontinental Specialty Fats Sdn Bhd
- ✓ Malakoff Sdn Bhd
- ✓ Malaysian Assurance Alliance (MAA) Bhd
- ✓ Maxis Communications

Akashdip has vast experience conducting trainings in Malaysia, United Kingdom, Australia, Singapore, Indonesia, India, Philippines, Thailand, Uganda, Kenya, South Africa and Zambia. He speaks fluent English and Bahasa Malaysia.



Topics to Be Covered

Ice Breaking and Overview

Effective Brainstorming – The Beginning

Brainstorming

- ⇒ Identifying The Location
- ⇒ Preparation For Brainstorming
- ⇒ Brainstorming Rules and Techniques
- ⇒ Common Pitfalls of Brainstorming

Brainstorming - Self

- ⇒ Facilitating The Session
- ⇒ Self Awareness
- ⇒ Developing the Mindset

Brainstorming – Dealing With Others

- ⇒ Choosing The Team
- ⇒ Dealing With Different Heads
- ⇒ Thinking Out of The Box
- ⇒ Accepting Ideas
- ⇒ Avoiding Criticism

Brainstorming – Keeping The Limits

- ⇒ Time Limitation
- ⇒ Authority Limitation
- ⇒ Resource Limitation

Brainstorming – The Closing

- ⇒ Reporting The Brainstorming Results
- ⇒ Follow Through