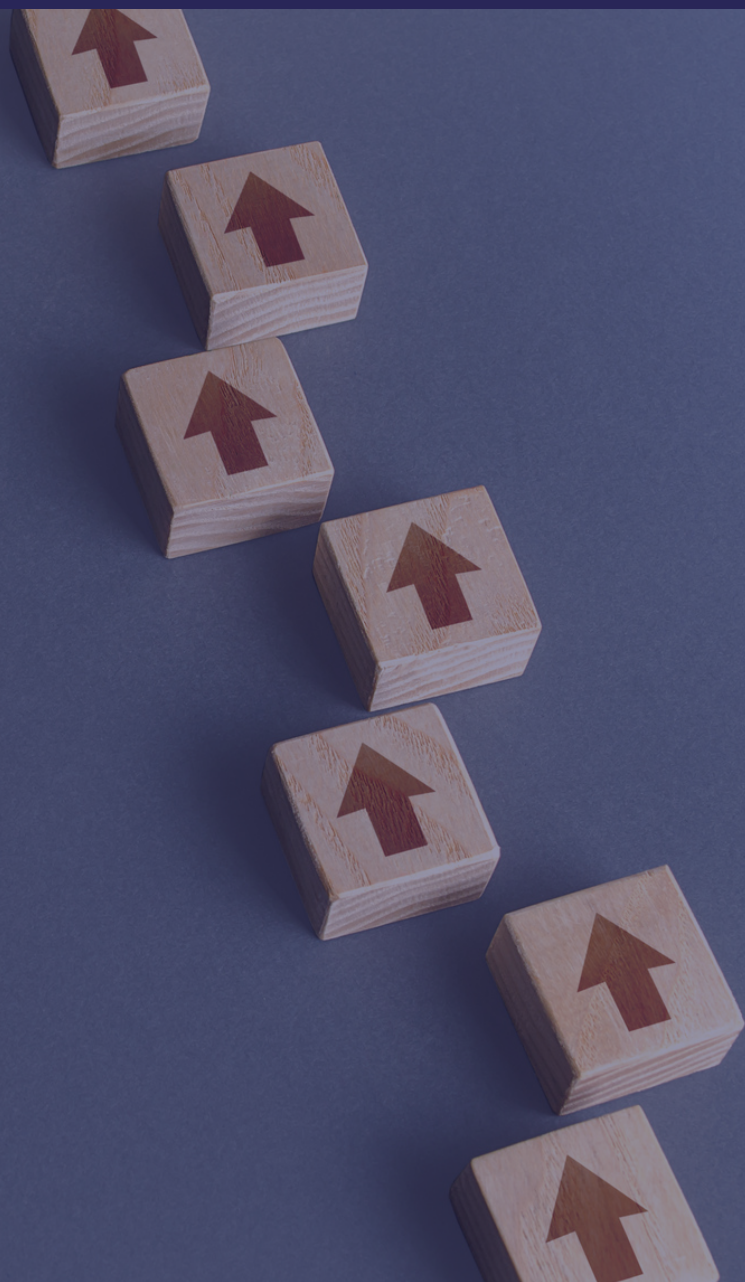


# AP ADVANCE: PROFESSIONAL DEVELOPMENT FOR CORPORATE COMMUNICATIONS / AFFAIRS

## COURSE OVERVIEW



# AP ADVANCE INTRODUCTION

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In response to the rapid expansion of the corporate affairs and communication function across APAC, the emergence of 'skillset growing pains' is inevitable. As corporates face increasing demands across the region, the common complaint from function leads is that the talent pool strains to meet the fast changing competencies.

To address this critical need, we created AP Advance—a premier training division dedicated to elevating the capabilities of APAC's corporate communications/affairs professionals. Through AP Advance, organisations can elevate their teams' skills, retain existing high performers and attain strategic coherence.

AP Advance offers meticulously crafted development programs encompassing strategic communications, content creation, social media, internal communication, ESG standards, government lobbying, and more. Acknowledging the imperative for professional growth to elevate industry benchmarks, AP Advance's seasoned trainers deliver tailored initiatives spanning Strategic Planning, Writing for Communications, Crisis Communications, and more.

Whether in-house or virtual, through ongoing or one-off engagements, our proven programs empower communication professionals to thrive within the current uncertain landscape, ensuring lasting success for both individuals and businesses alike.





# FORMAT OF TRAINING INHOUSE VS VIRTUAL

## IN-HOUSE SESSIONS



Optimize your team's capabilities with our in-house training sessions which have been facilitated across the region in key locations like Hong Kong, Singapore, Tokyo, and Mumbai. We have found that integrating external training sessions during communication team conferences are a great way to optimise professional development opportunities and increase team cohesion to execute strategy. Our in-house programs run 9am to 5pm, can be hosted at your offices or at an external venue, and suit teams sized between 10 to 20 people.

## VIRTUAL SESSIONS



Excellent for regionally dispersed teams who are unable to meet in person and have urgent development needs that need addressing. AP have developed programs with a key focus on virtual engagement achieved via breakout rooms and pre-assigned activities. These virtual programs are broken into bite-size sessions that run for two or three hours and are best delivered over a two-week period, including assignments between sessions to practice what people are learning. These sessions suit teams sized between 10 to 25 people.

**Both sessions are highly personalised with real life case studies included and a upcoming communication focus from each organisation threaded through the training, to ensure actionable outcomes are achieved.**



# COURSES

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## STRATEGIC PLANNING

Our strategic planning course explores current and future communication trends and equips participants with the skills to engage internal and external stakeholders effectively. We cover the foundations of effective communication, including Aristotle's Art of Rhetoric and neuroscience principles. The course also focuses on strategic communication planning using the 5-step ORACLE Test model, with a real case study for practical application.

### COURSE OVERVIEW

#### Communication Trends

- Explore current and future communication trends that are having an impact on the way we engage internal and external stakeholders.
- Learn how to adopt a different level of strategic thinking and planning due to disruptions and new challenges whilst still continuing to successfully engage your audience

#### The Foundation of Communication

- Look into Aristotle's Art of Rhetoric and David Rock's latest thinking on neuroscience to discuss how we can use these in the workplace.
- Bring all participants to the same level of understanding of the key principles and foundations of effective communication, in particular, how this applies to change communication.

#### Strategic Communications Planning

- The ORACLE Test, a 5-step strategic communication planning model
- Using a real in-house case study, understand the pragmatic application of this in their day-to-day work.

#### Clear Messaging

- The development of an engaging message is an integral part of The ORACLE Test. Using our proven Story Staircase™ framework and process, the participants would be coached on how to develop compelling messages that are designed to engage and influence their audiences.

#### Gaining Buy-in

- How to guide and coach leaders to communicate successfully.
- How they engage and influence different styles of leadership and internal stakeholders to buy into their plans.

### BENEFITS OF THE COURSE:

Participants learn to develop compelling messages and gain insights on guiding leaders and influencing diverse stakeholders for buy-in.

# COURSES

## INTERNAL COMMUNICATIONS

Our Internal Communications course is designed to help you or your team enhance your internal communication skills. Participants will explore strategic approaches, leadership communication, and practical tools to improve internal communication effectiveness.

### COURSE OVERVIEW

#### Introduction to Internal Communications

- Significance of internal communication
- Key components of an effective internal communication strategy

#### The Role of Leadership in Internal Communication

- Importance of executive leadership communication
- Aligning executive messaging with organizational goals

#### Building a Communication-Centric Culture

- Creating a culture of openness and transparency
- Practical tips for fostering effective communication

#### Communication Channels and Tools

- Overview of communication channels
- Selecting the right tools for different communication needs

#### Audience Analysis and Segmentation

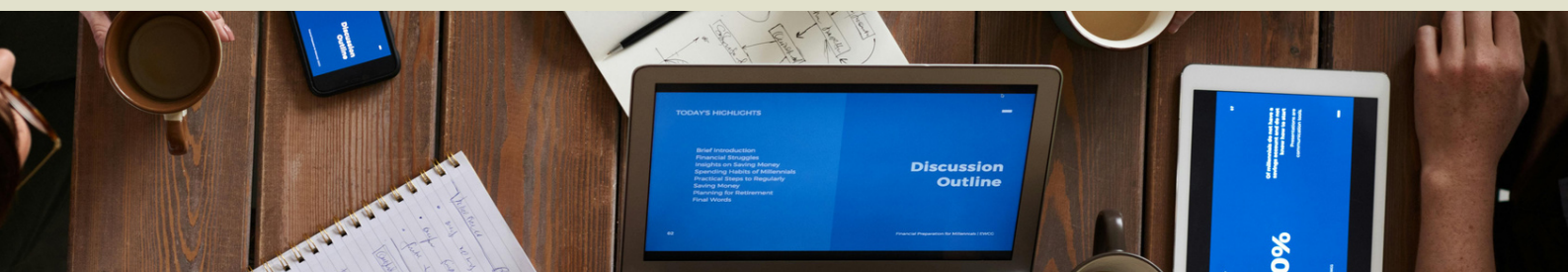
- Identifying key internal stakeholders
- Tailoring communication strategies to different audience segments

#### Crafting Compelling Messages

- Principles of effective messaging
- Techniques for conveying complex information to diverse audiences

### BENEFITS OF THE COURSE:

- Enhanced leadership communication skills
- Practical tools for immediate application
- Improved ability to foster a communication-centric culture
- Initial steps towards developing a personalized communication plan



# COURSES

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## WRITING FOR COMMUNICATORS

In an uncertain world, you need to write with clarity and intention, or risk leaving success to chance. Yet when realities keep shifting, crafting communications that deliver your desired outcome can be a challenge. This course will teach you the fundamentals of writing, so your words have impact. Experience practical exercises, energizing group discussions, and feedback from our internationally experienced business consultant and trainer. Master how to capture attention, motivate action and manage risk with your words. Deliver more predictable results, in a productive yet imaginative way.

### COURSE OVERVIEW

#### What you'll learn

- Strategies to stay relevant and resonate—aligning topics and themes to your business objectives, brand, market shifts and macro trends.
- Ways to harness storytelling to be creative in a risk-averse world and make your message land.
- How to identify your point, get to it quickly and structure content for different channels and platforms.
- Simple techniques to adapt brand tone of voice and style so messages are crisp and compelling, no matter your goal, audience or communication.
- How people think and act, and ways to apply behavioral science principles to personalize content, capture attention and motivate action.

### BENEFITS OF THE COURSE:

- Master how to adapt your writing to suit different scenarios, audiences, channels, platforms and goals.
- Learn practical techniques and frameworks you can apply immediately at work.
- Experiencing hands-on practice with expert guidance from a professional trainer.
- Progress a project on your to-do list using your new skills.





# COURSES

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## CORPORATE STORYTELLING

As a corporate communications professional, harnessing the art of storytelling can help your leaders to achieve key objectives by inspiring people to understand and take action. This course will teach you how to work with your leaders to develop and enhance how they story tell to connect across different stakeholder groups by incorporating relevant stories versus just presenting dry facts and statistics.


### COURSE OVERVIEW

- Explore those doing corporate storytelling well; what sets them apart
- Define the various storytelling styles in your business
- Map key stakeholders and their personal communication style
- Delve into the 4Ps of storytelling: People, Place, Purpose and Plot
- Learn how to construct, structure and deliver a story

**Exercise:** peer-to-peer story development for a corporate stakeholder to inspire and engage

### BENEFITS OF THE COURSE:

- Detailed planning to learnings are relevant for each leader's context
- Understand how to construct stories that make technical information and data much more memorable
- Enhance your personal influence and reputation with leaders



Stories matter

# COURSES

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## CRISIS COMMUNICATIONS

### COURSE OVERVIEW

#### Understanding the changing crisis landscape

- The role of the Internet, social media and mobile devices in fueling and shaping issues and crises
- The operational, behavioral, informational and legal risks of social media
- How social media is changing the crisis lifecycle

#### Assessing online threats and vulnerabilities

- How to identify, assess and prioritise online reputation threats
- How to distinguish between online/social media incidents, issues and crises

**Exercise:** Map online and social media threats.

#### Preparing for crises using social media

- The role of social media in the broader crisis communications armoury
- Essential online/social media crisis considerations and protocols
- Crisis team responsibilities for social media: who does what
- How to use social media listening to identify potential issues and track crises
- How to use dark sites, Twitter and other key digital and social media crisis tools

**Exercise:** Develop a social media crisis plan.

#### Responding to a crisis

- What to do and how to respond in the first hour of a crisis
- Online messaging during a crisis, including how to handle holding statements in social media
- How to use crisis materials and content online, including video and graphics
- How to correct inaccurate and misleading online comments and information
- Do's and don'ts of communicating with online influencers during a crisis.

#### Recovering from a crisis

- Leading from the front: how to use a crisis to change the game in your favour
- How to re-build your business and reputation and restore trust in your brand using social media
- Defining, tracking and measuring success in crisis recovery.

### BENEFITS OF THE COURSE:

This course provides valuable insights into the impact of the Internet, social media, and mobile devices on issues and crises. Participants learn to assess online threats, prepare for crises using social media, respond effectively in the midst of a crisis, and recover while leveraging social media platforms. The course covers topics such as risk assessment, crisis team responsibilities, online messaging strategies, and utilizing digital tools. Participants also gain knowledge on rebuilding business reputation and measuring success in crisis recovery.



# COURSES

## SUSTAINABILITY COMMUNICATIONS

Sustainability Communications targets professionals aiming to navigate the evolving landscape of Environmental, Social, and Governance (ESG) principles. This course offers a holistic approach, blending global perspectives with a focus on regional practices, particularly the rising influence of sustainability in Asia.

### COURSE OVERVIEW

#### 1. Introduction to ESG and Sustainability

Gain a profound understanding of the ESG landscape and its critical role in shaping the future of businesses. Explore the innovative Celemi Sustainability tool, currently making waves in Asia, and learn to leverage its capabilities for effective sustainability management.

#### 2. ESG Reporting Regulations: Europe and China

Navigate the complex world of ESG reporting regulations with a specific focus on Europe and China. Stay ahead of compliance requirements and understand how to align your organization with the latest sustainability reporting standards.

#### 3. Carbon Emission Reduction Strategies

Explore global tools and frameworks for carbon emission reduction and delve into the intricacies of implementing these strategies in the unique context of China. Learn practical approaches to achieve sustainability goals while staying mindful of regional challenges.

#### 4. Adapting ESG in Various Business Functions

Tailor your sustainability efforts to key business functions such as investment marketing, HR, and product development. Discover how integrating ESG principles into these areas can drive innovation, enhance corporate reputation, and attract socially responsible investments.

### BENEFITS OF THE COURSE:

- In-depth knowledge of global and regional ESG practices
- Practical insights into ESG reporting regulations in Europe and China
- Strategies for effective carbon emission reduction, globally and in the Chinese context
- Adapted ESG approaches for investment marketing, HR, and product development



# COURSES

## PRESENCE AND PRESENTATION

### COURSE OVERVIEW

#### 1. Speaking with Gravitas

- Techniques for projecting confidence and authority
- Enhancing vocal presence and body language

#### 2. Capturing Audience Attention

- Strategies for creating a strong opening
- Keeping the audience engaged throughout the presentation

#### 3. Structuring Ideas Effectively

- Building a clear and compelling narrative
- Utilizing storytelling techniques for impact

#### 4. Presenting Ideas Well

- How to talk through a slide effectively
- Using visual aids to enhance your message

#### 5. Networking with Senior Leaders

- Strategies for effective networking in corporate settings
- Building and maintaining influential relationships

#### 6. Influencing Without Authority

- Techniques for persuading and influencing others
- Building credibility and gaining support for your ideas

**Participants will engage in interactive exercises, role-playing, and real-world scenarios to practice and apply the skills learned throughout the day.**

### BENEFITS OF THE COURSE:

This training program focuses on developing strong presence and effective presentation skills. Participants will learn to speak with gravitas, captivate audiences, structure ideas, deliver impactful presentations, navigate networking with senior leaders, and influence without formal authority.



# TALENT DEVELOPMENT

## TEACH YOUR PEOPLE HOW TO BUILD PERSONAL INFLUENCE AND CREDIBILITY WITH LEADERS; USING A DATA PROVEN TOOL

For any leader the ability to maximise the talents of your team through identify the exact qualities that make them stand out from the rest is key. However, it's often difficult to pinpoint exactly where a individual's skills are failing them - or too sensitive to point out improvement areas without it seeming like a personal judgement. That's where formal, independent and data-driven personality assessment comes in.

Thanks to our years assessing talent where we draw on scientific capability and personality assessments- all AP consultants are fully qualified in the Hogan assessment technique.

Use team or individual assessments to:

- Identify and nurture future CA leaders across your team
- Analyse team strengths, weaknesses, and values to improve cohesion
- Enable plans to grow personal influence and reputation
- Create personality-based safety development plans

Hogan assessments help individuals by facilitating strategic self-awareness and help organisations by identifying the characteristics that may enhance an individual's performance or pinpoint where they best fit within a particular role or team. Whoever the assessment is for - yourself, to understand how to deliver better; your team, to maximise their ability to work effectively as a unit; or your senior executives, to improve their communication and engagement competencies - we can help you sensitively get the most out of your talent.



## CORE ASSESSMENTS

**HPI****HOGAN  
PERSONALITY  
INVENTORY**

The HPI describes how individuals manage stress, interact with others, approach work tasks, and solve problems.

**HDS****HOGAN  
DEVELOPMENT  
SURVEY**

The HDS describes behaviors that emerge during times of stress, damaging relationships and derailing careers.

**MVPI****MOTIVES, VALUES,  
PREFERENCES  
INVENTORY**

The MVPI describes an individual's core values - the goals and interests that determine satisfaction and drive careers.



# FOR MORE INFORMATION

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