

TALK ON “COMMUNICATION SKILLS FOR BUSINESS APPLICATIONS”

Organised by the Engineering Education Technical Division, IEM
BEM Approved CPD/PDP: 2 hours Ref: IEM16/HQ/556/T

Date : **27 February 2017 (Monday)**
Time : **5.30 p.m. – 7.30 p.m.**
Venue : **Auditorium Tan Sri Prof. Chin Fung Kee,
3rd Floor Wisma IEM, Petaling Jaya, Selangor**
Speaker : **Ir. Dr. Ling Chen Hoe**

SYNOPSIS

Communication in its basic form is the act of conveying intended messages from one to another. Over time, forms of communication have evolved through the continuing progression of technology. In the era of rapid change and globalization, communication can often be distorted leading to problems in the organization. Communication is more than just exchanging information. It's about understanding the emotions and intentions behind the information. Effective communication is a two-way street and is the building block of successful organizations. Communication is important in the organizations to facilitate the basic functions of management in Planning, Organizing, Leading and Controlling. Communication also serves as a foundation for strategic planning. Essential information must be communicated throughout the organization before it can be implemented at every level. Leaders must communicate effectively to achieve the organizational goals and objectives. Effective communication is the glue that helps deepen the connection to others and improve teamwork, decision making and problem solving. It enables one to communicate even negative or difficult messages without creating conflict or destroying trust. This talk will look at the various aspects and forms that affect communication, its problems, significance and the determinants of effective communication in the organization.

SPEAKER BIODATA



**Ir. Dr. LING
Chen Hoe**

Summary of Work Experience

Since 1990, employed by Meiden Malaysia (www.meiden.com.my), a company in the electrical engineering and construction industry in Malaysia. The company is a subsidiary of Meidensha Corporation, Japan (<http://www.meidensha.com/index.html>), a manufacturer of electrical equipment and provides electrical engineering products and services to both the private and public sectors in Malaysia. Currently holds the position of Senior GM and Director in the company.

Educational Background

Doctorate in Business Administration (DBA), SEGi University, Malaysia (2012 ~ 2015)
Master's in Business Administration (MBA), University of Lincoln, United Kingdom (2001 ~ 2003)
Bachelor's Degree in Electrical Engineering (Degree), RMIT University, Melbourne, Australia (1986~1989)

Professional Membership

Chartered Professional Engineer, Australia (MIEAust CPEng) (2013)
Competent Engineer (132kV), Energy Commission, Malaysia (2013)
Competent Engineer (33kV), Energy Commission, Malaysia (2010)
Professional Engineer with Practising Certificate, Board of Engineers, Malaysia, BEM (2004)
Member of the Institute of Engineers (M), IEM (2004)
Construction Manager with Construction Industry Development Board CIDB], Malaysia (1998)

Ir. Assoc. Prof. Dr. Mandeep Singh
Chairman
Engineering Education Technical Division
Session 2016 / 2017

ANNOUNCEMENT TO NOTE

- **Non members may also attend the talk but will need to pay a registration fee of RM50 and an administrative fee of RM15. GST is inclusive.**
- **Limited seats are available on a "first come first served" basis (maximum 100 participants). To secure your seat, kindly register online at www.myiem.org.my.**

CPD HOURS CONFIRMATION

Name:

Membership No:

Signature:

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