

# ONE-DAY COURSE ON "HOW TO BE PERSUASIVE ENGINEERS"



## When >>

6 October 2022 / Saturday  
9.00 am

## Where >>

Auditorium Malakoff, Ground Floor  
Wisma IEM, Petaling Jaya

## Speakers >>

Ir. Al-Khairi Mohd Daud

## BEM Approved CPD/PDP:

7 Hours

## CPD Ref No:

IEM22/HQ/321/C



**Ir. Al-Khairi Mohd Daud**

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IEM Members >		
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# SPEAKERS

**Ir. Al-Khairi Mohd Daud** is a consultant engineer specializing in energy efficiency management, asset and facilities management and mechanical engineering. Ir Al-Khairi graduated nearly 30 years ago in Mechanical Engineering from University of Leeds, UK. Afterwards, Ir Al-Khairi worked in R&D Facilities, heavy industries, liquefied natural gas plant, oleo chemical and petrochemical plant and research/manufacturing/healthcare facilities. In IEM, Ir Al-Khairi served in Oil, Gas and Mining Technical Division and Building Services Technical Division. He is a Professional Energy Manager, Registered Electrical Energy Manager, Chief Assessor for Energy Management Gold Standard with Malaysia Green Technology and Climate Change Corporation and a surveyor for Malaysian Society for Quality in Healthcare.

Ir Al-Khairi was the chief consultant for Hospital Support Service Contract Renewal in 2012. He was involved in the development of MSQH Std 2 and 3 for the 4th, 5th and 6th Edition. Apart from his development with Prince Court Medical Centre, Ir Al-Khairi was the Specialist Technical Advisor for PPUM and consultant for IJN and few other hospitals.

Ir Al-Khairi regularly conducts trainings, workshop and seminars especially on healthcare industries and energy efficiency management.

# SYNOPSIS

## Introduction/Overview of the Course

To be a professional engineer, the individual needs to demonstrate effective communication and inter-personal skills when they interact with colleagues, suppliers or the public such as:

- contributing new ideas and solutions
- making presentations
- managing an engineering team
- writing different types of documents including reports

In the current fast pace and changing technological world, engineers who lead or work in the engineering and technology organisation can just rely in providing technical information or solutions, but more importantly engineers need to develop the persuasion and influential skills to ensure that their ideas being taken and executed. Thus, it is essential that all engineers develop the skill and competencies to communicate more persuasively (with ethical intent).

This one day course plan to impart key communication skills underpins all engineering activity. Engineers with excellent communication skills have significant advantage to individuals and to organisations.

This course conveys the fundamental principles of communication, and building from these principles will help engineers to optimise their communication interactions in various situations such as verbal and non-verbal communication to be used in documents, meetings, and presentations. The course will be highly interactives to allow the participants to practice the communication skills in a class room set up.

## Course Objectives/Benefits to Participant

The objectives of the course are to trained the participants to:

- Understand the importance of communication skills as Professional engineers
- Be able to explain the communication model.
- To be able to use the influencing language to ensure the engineering requirements be understood by other professionals.

## Training Method

This course is based on interactive learning via group discussions and exercises and case studies. The Neuro Linguistic Program and Language and Behaviour (LAB) Profile shall be the basis of the communication models.

## Recommended Attendees

- Engineering Managers who want to develop techniques for more influential and effective communications
- Engineering Professionals involved in sales and marketing of products or services
- Engineers and technologist who want to have effective management skills and to improve the documents and presentations.

# TENTATIVE

TIME	PROGRAM
8:30 – 9:00	Registration
09:00 – 09:15	Introduction of Speaker and Topics of discussion
09:15 – 10:30	<b>Topic 1:</b> An introduction to effective communication for engineers <ul style="list-style-type: none"> <li>• The benefits of effective communication</li> <li>• The difficulties of effective communication</li> <li>• Empathy, listening and body language</li> <li>• Introducing the NLP communication model</li> </ul>
10:30 – 10:40	<b>Break</b>
10:40 – 1:00	<b>Topic 2:</b> How to be a versatile communicator <ul style="list-style-type: none"> <li>• Developing rapport</li> <li>• Motivation profiles</li> <li>• Adapting your profile to connect with others</li> <li>• Saying the right words</li> </ul>
1:00 – 14:00	<b>Break</b>
14:00 – 15:30	<b>Topic 3:</b> How to ace face-to-face communication <ul style="list-style-type: none"> <li>• Presentation skills</li> <li>• Effective meetings</li> <li>• Handling and resolving conflict</li> <li>• Giving and receiving feedback</li> </ul>
15:30 – 15:40	<b>Break</b>
15:40 – 17:00	<b>Topic 4:</b> How to influence the audience <ul style="list-style-type: none"> <li>• Know your audience</li> <li>• Objectives of communication</li> <li>• Influencing through written documents</li> <li>• Influencing through presentations</li> </ul>
17:00 – 17:30	Q & A Session, Conclusion/Evaluation

**\* IEM reserves the right to postpone, reschedule, allocate or cancel the course**

# REGISTRATION

	ONLINE FEE	NORMAL FEE
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**"HOW TO BE PERSUASIVE ENGINEERS"**

**6 OCTOBER 2022**

No	Name(s)	Membership No.	Grade	Fee (RM)*
<b>SUB TOTAL</b>				
<b>+ 6% SST</b>				
<b>TOTAL PAYABLE</b>				

Contact Person			
Designation			
Name of Organization			
Address			
Telephone No (Office)		Fax No (Office)	
Mobile		Email	

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- The organising committee reserves the right to cancel, alter, or change the program due to unforeseen circumstances. Every effort will be made to inform the registered participants of any changes. In view of the limited places available, intending participants are advised to send their registrations as early as possible so as to avoid disappointment

## For further details, kindly contact:

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