

HRDC CLAIMABLE*

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*T&C'S APPLY

THE POWER OF COMMUNICATION

Elevating Your Leadership Impact to Inspire & Influence!

AWARD WINNING FACILITATOR

Adrian Cropley

Medal to Order of Australia & IABC Quill Awards ✓

Founder of Centre for Strategic Communication
Excellence with 35+ Years Experience ✓

Innovative Trailblazer: Former IABC Global Chair,
Led Key Global ISO Certifications in Communications ✓



7 - 9 DECEMBER 2026
KUALA LUMPUR



Transform how you Lead and Communicate. Master the art of delivering messages that inspire action, boost productivity, and align your team with business goals. Elevate your leadership, influence outcomes, and position yourself as a strategic force driving organizational success.

RAVE REVIEWS!

"Fantastic speaker. Recommended for future training. Thoughtfully - great experience! Venue superb. The trainer is very good. Awesome! Kexxel Group is a very good organizer, looking forward to the next training"

Khamisa bt Miskani — Manager, Bank Simpanan Nasional

"The trainer is very kind and friendly, easy to communicate with, and has many experiences and stories to share that fit into the context of the training."

Jewel Ling — Training Manager, Allianz Life Insurance Malaysia Berhad

"Adrian is a high-energy person; the training was fun because of him. The main strengths of the event were strategic thinking and handling difficult questions."

Ili Aqilah Binti Yus Amirul — Senior Programme Officer, Communications, World Wildlife Fund

"Good time management, energetic, subject-oriented, and focused. The main strength of the event was on speaking with confidence without fear."

Mahendran Mogarathas — Head of Business Operations, Air IT Malaysia

"This training provided simple / straightforward guidance to master communication & presentation. The activities were good for us to practise the knowledge learned."

Ee Von Chia — Manager, Allianz General Insurance Company Malaysia Berhad

"Adrian delivered the content effectively using loads of real-life experiences for real world application."

Dr Sunjeet Singh Sandhu — Manager, Clinical Affairs & Medical Services, UM Specialist Centre

"Adrian is knowledgeable, fun and was able to connect with the audience. The content of the course was very relevant."

Ganasan Marimuthu — Inventory & Warehouse Manager, UHS Essential Health

Kexxel
GROUP

DAY 1 | STEPPING UP YOUR COMMUNICATION APPROACH



Today, we're honing the communication skills that drive great leadership! Learn practical techniques to boost team engagement and create a dynamic work environment. Through fun activities, you'll sharpen active listening, tap into emotional intelligence, and tackle tough conversations with confidence!

SESSION 1

Effective Communication in Leadership

By understanding the impact of communication on the bottom line, you will recognise your significant role as a manager in driving business results through your communication efforts.

- **The Pyramid of Effective Communication:** Understanding the layers and hierarchy of effective communication.
- **Why Communication Matters:** Critical role in achieving organisational goals.
- **Impact on the Organisation's Bottom Line:** Linking communication effectiveness to Financial and Operational success.
- **Role of the Manager in the Communication Equation:** Recognising how managers are pivotal communication hubs within their teams.

SESSION 2

Use The 4Ms - Keep Communication Simple

This approach helps ensure that your communication is clear, targeted, and results-driven, allowing you to meet the needs of your team effectively.



ACTIVITY

- **Market:** Identifying what your team needs and expects.
- **Message:** Crafting messages that are clear, consistent, and personally resonant.
- **Media:** Selecting the most appropriate channels.
- **Measure:** Evaluating the impact of your communication efforts.

SESSION 3

Mastering The Art Of Conversations

Enhancing your conversational skills, particularly around effective listening and questioning.



ACTIVITY

- **Understanding and Practicing Effective Listening:** How to engage more deeply in conversations.
- **Listening vs Hearing:** Strategies to become a better listener and foster more productive dialogues.
- **Asking the Question and Holding the Silence:** Developing the skill of asking insightful questions and using silence to encourage thoughtful responses.

SESSION 4

Getting The Best Out Of People

Exploring frameworks and tools to further sharpen your skillset.



ACTIVITY

- **The Four Factors Required to Develop Trust:** Building and maintaining trust in leadership.
- **EI and The Emotional Competence Framework:** Enhancing your ability to understand and manage emotions, both your own and those of others.
- **Having Difficult Conversations:** Techniques for navigating challenging discussions with confidence and empathy.
- **Coaching Skills - Giving and Receiving Feedback:** Improving your coaching abilities to provide constructive feedback and support your team's development.

WHY YOU SHOULD ATTEND

Unlock your leadership potential with "The Power of Communication" - the course designed to transform the way you communicate. In today's fast-paced business landscape, clear and impactful communication is more than just a skill; it's the key to driving success and inspiring your team.

Imagine being able to deliver messages that not only inform but also **motivate and engage your team**, creating a ripple effect across your organization—boosting productivity, enhancing collaboration, and aligning everyone with the company's goals. This course gives you the **practical tools and techniques** to do exactly that.

You'll gain hands-on experience in crafting **powerful, persuasive messages, mastering active listening**, and building **stronger relationships** with your team and **stakeholders**. But it doesn't stop there — **dive into advanced strategies like stakeholder analysis, communication audits, and how to leverage AI** to supercharge your communication effectiveness.

Whether you're a middle manager aiming for senior leadership or simply looking to elevate your communication game, this course is your gateway to becoming a more strategic, influential leader. By attending, you'll not only sharpen your communication skills but also **position yourself as a key driver of business success, ready to lead through change and shape the future of your organization**.

Don't miss this opportunity to transform the way you lead through communication!

YOU WILL LEAVE WITH

- **A practical framework** for planning clear and effective communication
- **Techniques** for stronger leadership conversations
- **Approaches** for building trust and handling difficult discussions
- **Practical tools** for more persuasive presentations
- **Ways to use AI** to support leadership communication
- **A structured** storytelling framework for communicating change
- **A clearer** approach for turning strategy into messages that engage people



ACTIVITY

Practice Makes Perfect!

Points highlighted in **Blue** are practical activities.

DAY 2 | UTILIZING AI FOR EFFICIENCY AND PRESENTING WITH POWER

On Day 2, we'll dive into two key aspects of Leadership: Using AI tools to streamline communication & mastering impactful presentations. Learn practical AI strategies that can make your communication processes more effective & efficient. Additionally, you will sharpen your presentation skills to confidently deliver presentations that resonate with the audience and leave a lasting impression!



SESSION 5

Integrating AI Tools into Your Leadership Communication

Exploring the transformative potential of AI in enhancing your leadership communication & discuss strategies for effectively implementing these tools.



ACTIVITY

- **Hands-on Experience with Generative AI Writing, Analysis & Multimedia Tools:** Applying AI to improve communication tasks.
- **Strategies for Implementing AI:** Integrating AI into your communication processes for greater efficiency.
- **AI Powered Communication Tools:** Using generative AI to support message development, analysis, clarity, creativity & communication.

SESSION 6

Presenting with Power & Presence

This session focuses on developing your ability to present with power, presence, and persuasion. Explore techniques to engage your audience through interactive conversations, and how to prepare and deliver your messages to inspire & motivate.

- **How to be Powerful, Persuasive & Personal**
- **Engaging Your Audience Through Interactive Conversations**
- **Prepare & Present With Style:** How to structure and deliver your message effectively.
- **Gain Powerful Tips and Tools:** Practical tips to improve your presentation skills.

SESSION 7

Presentation Skills Practice

In this hands-on session, you will have the opportunity to put your presentation skills into practice. You will construct and deliver a presentation, applying the techniques and strategies discussed earlier. This practice session is designed to build your confidence and refine your ability to present effectively in a supportive environment.



ACTIVITY

- **Constructing Your Talk**
- **Practicing with Your Partner or Team**
- **Presenting:** Delivering your presentation, focusing on the skills learned

SESSION 8

Feedback Session

You will have an opportunity to reflect on your performance and identify areas for improvement. This session also includes the completion of your leadership action plan, helping you to consolidate your learning and plan for continued development.



- **Getting Feedback on Your Presentation:** Receive constructive feedback to improve your presentation skills.
- **Completing Your Leadership Action Plan:** Finalise your plan for implementing the communication strategies and skills learned in the course.

KEY LEARNINGS

- **Drive Business Outcomes:** Learn communication strategies that directly impact your financial and operational success
- **High ROI for Your Organization:** Gain immediate, actionable strategies to improve your decision-making and achieve clearer strategic alignment.
- **Elevate Your Leadership & Team Engagement:** Equip yourself with skills to motivate and align your team, boosting productivity.
- **Implement Advanced Communication Frameworks:** Master emotional intelligence and the Pyramid of Effective Communication for lasting influence.
- **Drive Change with Confidence:** Acquire skills to lead through change and communicate effectively, keeping your team aligned and motivated.
- **Leverage AI for Efficiency:** Get hands-on experience with AI tools like ChatGPT to enhance your communication tasks and save time.
- **Foster a Culture of Trust:** Build trust through authentic communication, for a collaborative and resilient workplace.

WHO SHOULD ATTEND?

This programme is designed for leaders and managers who need to communicate with greater clarity, influence and confidence. Ideal for Heads of Department, Managers, Team Leaders and High-Potential Leaders across all business functions.

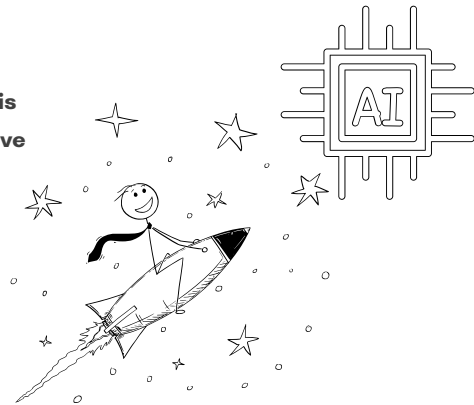
Particularly valuable for professionals who are responsible for:

- Leading and engaging teams
- Communicating strategy and organisational priorities
- Managing stakeholders
- Handling difficult conversations
- Presenting ideas and recommendations
- Leading change and transformation
- Building trust and influencing others

DAY 3 | LEADING CHANGE IN AN AI WORLD.

COMMUNICATION & STORYTELLING FOR IMPACT

Today, we'll go deeper as AI transforms leadership and the workplace. Communicating change effectively and inspiring action through storytelling is more critical than ever. This session equips leaders with the skills to navigate uncertainty, reduce resistance, and drive alignment using strategic storytelling and AI-powered communication.



SESSION 9

The Psychological Journey Through Change

Change isn't just a process—it's an emotional and psychological journey. Leaders must understand how individuals and organisations experience change, anticipate resistance, and know where communication adds the most value.



ACTIVITY

- **Overview of the Change Curve:** How employees process change.
- **Understanding resistance:** Why people push back and how to overcome it.
- **Leadership's role in change:** Where communication makes the most impact.
- **Examining a real-world Change initiative to identify communication gaps.**

SESSION 10

Storytelling as a Leadership Tool in Change Communication

Great leaders don't just inform—they inspire. Storytelling creates emotional connections that help employees understand and embrace change. This session explores the neuroscience of storytelling and provides a structured approach to crafting impactful change narratives.



ACTIVITY

- **The power of narrative in driving change.**
- How stories shape employee engagement and belief in change.
- **Frameworks:** The 3Cs + M (Context, Characters, Conflict, Moral).
- **Leader's craft their change narrative using the 3Cs + M model.**

SESSION 11

Strategic Storytelling: Aligning Narratives with Organisational Goals

Storytelling must align with an organisation's vision, values, and strategy to be compelling. This session helps leaders develop a clear and persuasive change story that connects individual and team efforts to the bigger picture.



ACTIVITY

- **"Turning Strategy into Story":** Aligning messaging with business goals.
- **Breaking down the "garden transformation" story as a metaphor for change.**
- **The Manager's Communication Model:** How leaders can answer employees' key questions:
 - Where are we heading?
 - How does this change impact me?
 - How will we measure success?
- **Story Development:** Participants refine their **change communication story** for their teams.

SESSION 12

Communicating Change with AI: The Human-AI Balance

Storytelling must align with an organisation's vision, values, and strategy to be compelling. This session helps leaders develop a clear and persuasive change story that connects individual and team efforts to the bigger picture.



ACTIVITY

- How AI is shifting leadership communication.
- Ensuring human storytelling remains at the core of digital communication.
- Case studies of AI-driven storytelling in leadership.
- **Role-Play:** Delivering a change message blends AI-generated insights with a personal leadership story.

Reflection & Action Plan



- Leaders finalise their **storytelling action plan** for their organisation.
- Group storytelling showcase and feedback.

The day concludes with practical takeaways to ensure leaders can immediately apply storytelling and change communication strategies. Participants will refine their leadership storytelling approach, receive feedback, and develop a personal action plan to lead organisational change.

PROGRAM SCHEDULE

0830	Registration & Coffee/Tea
0900	Workshop commences
1015	Morning break (20 mins)
1245	Lunch (1 hour)
1500	Afternoon break (20 mins)
1700	End of day



Adrian Cropley

ADRIAN CROPLEY OAM, FRSA, FIABC, FCSCE, SCMP.

Adrian Cropley is the Founder and Director of the Centre for Strategic Communication Excellence (CSCE) and an internationally recognised communication leader, educator, author, facilitator and executive advisor with more than 35 years' experience working across communication, organisational change, leadership and professional development.

He is a **Board Director** of the Global Alliance for Public Relations and Communication Management, a former Global Chair of the International Association of Business Communicators (**IABC**) and a Fellow of both IABC and the Centre for Strategic Communication Excellence. He is also a Fellow of the Royal Society of Arts and holds the Strategic Communication Management Professional (**SCMP**) certification.

Adrian is increasingly recognised internationally for his work at the intersection of **communication, leadership, artificial intelligence and responsible AI**. He works with organisations and communication professionals to understand how AI can enhance strategic communication while ensuring that human judgement, ethics, transparency, trust and accountability remain at the centre of its use.

He has worked with major organisations and Fortune 500 companies around the world in areas of **change communication initiatives, internal communication strategies and reviews, leadership communication, executive coaching** and the design of professional capability and development programs.

He has been a keynote speaker, facilitator and workshop leader across **Asia, the Middle East, North America, Europe, Australia and New Zealand**, and has established and delivered communication academies and development programs for organisations including Ambulance Victoria, Unilever and Nokia. His clients have included organisations such as **Petronas, Shell, Zurich, ANZ, Telstra, Maybank, Standard Chartered, Singapore Airlines** and others.

As **IABC Global Chair**, Adrian played a significant role in advancing professional standards for the communication profession. His leadership included the implementation of the IABC Career Road Map, supporting the development of global professional certification and helping establish the IABC Academy. He contributes internationally to the development of standards, competencies and professional practice for communication professionals.

Adrian has received numerous **international awards for communication excellence, including more than 60 IABC Bronze, Silver and Gold Quill Awards, as well as the Rae Hamlin Global Communication Award**. In 2017, he was awarded the **Medal of the Order of Australia (OAM)** for his contribution to the communication profession.

Today, Adrian's work focuses strongly on helping leaders and communication professionals navigate a rapidly changing environment — combining the enduring power of human communication with emerging technologies such as AI to build trust, engage people, lead change and deliver better organisational and societal outcomes.



ADRIAN'S CLIENTS INCLUDE:

FINANCIAL SERVICES

- Maybank
- Allianz
- Standard Chartered
- Barclays
- QBE Insurance Australia
- ANZ Bank
- National Australia Bank (NAB)

GOVERNMENT

- Australian Taxation Office (ATO)
- Ambulance Victoria
- Vic Roads
- City of Knox
- North Sydney Council

TECHNOLOGY & TELECOMMUNICATIONS

- Digi
- OSK Investment Bank
- Motorola
- Cisco
- Telstra
- Ericsson
- Infosys
- Infineon Technologies
- Symantec

EDUCATION

- Monash University
- University of Melbourne
- RMIT
- Deakin Universities

PETRO CHEMICAL, ENERGY & UTILITIES

- Shell
- Petronas
- Sarawak Energy
- BHP
- BASF
- Rio Tinto
- Powerlink
- Veolia
- Tata
- Melbourne Water
- NBN Co.

TRANSPORT & AVIATION:

- Singapore Airlines
- Qantas
- Cathay Pacific
- Virgin Blue
- Malaysia Airlines
- Toll Transitions

OTHERS:

- Asahi Beverages
- Unilever
- National Foods
- Ernst & Young
- Mercer
- PWC



THE POWER OF COMMUNICATION

Kuala Lumpur

7 - 9 December 2026

Registration Inquiries:

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☎ : +6011 1633 1600

✉ : boon@kexxel.com

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*Signatory must be authorised to sign on behalf of contracting organization. This booking is invalid without a signature.

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TERMS AND CONDITIONS

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From time to time Kexxel Group may share information from our database with other professional organizations (including our event sponsors) to promote similar products and services. Please send us an email if you do NOT want us to pass on your details. To amend your current details, advise of duplicates or to opt out of further mailings, please email us your request info@kexxel.com.

Payment Terms: Payment must be received before the commencement of the event. Following registration, all payments must be executed within the terms herewith irrespective of attendance.

Cancellation Fee: A cancellation fee equivalent to 50% of the registration fee will be charged for any cancellations received more than 30 days prior to the event. A 100% cancellation fee will be charged for any cancellations received 30 days or less prior to the event, under the terms outlined below. 100% HRDC claimable when you register for the 3+1 Package (all 4 pax must be eligible for HRDC grant claim), provided that your organisation maintains sufficient HRDC funds and adhere to all HRDC guidelines. Rates indicated are valid for Malaysian companies only.

Substitutions: If you cannot attend personally, a substitute delegate is welcome to join this course. Kindly notify us directly for any substitutions.

Force Majeure: If Kexxel Group cancels the Event due to circumstances beyond the reasonable control of Kexxel Group (such as acts of God, acts of war, governmental emergency, labor strike or terrorism), Kexxel Group shall refund to each attendee its payment previously paid, minus a share of costs and expenses incurred, in full satisfaction of all liabilities of Organizer to Attendee. Kexxel Group reserves the right to cancel, re-name or re-locate the Event or change the dates on which it is held. If Kexxel Group changes the name of the event, relocates the event to another event facility within the same city, or changes the dates for the event to dates that are not more than 30 days later than the dates on which the Event originally was scheduled to be held, no refund will be due to attendee, but Kexxel Group shall assign to the attendee, in lieu of the original space/ seat, such other space as Kexxel Group deems appropriate. If Kexxel Group elects to cancel the Event other than for a reason previously described in this paragraph, Kexxel Group shall refund to each attendee its entire registration fee previously paid.

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