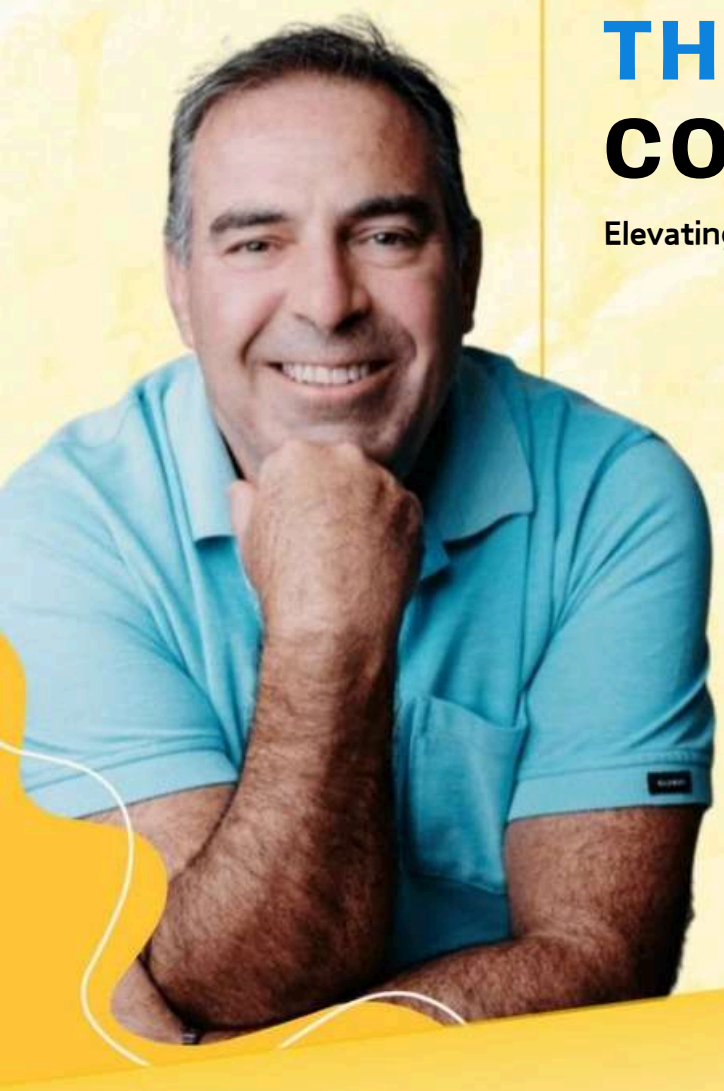

THE POWER OF COMMUNICATION

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

2 & 3 DECEMBER 2026
BRUNEI

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

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DAY 1 | LEADING THROUGH EFFECTIVE COMMUNICATION

Today focuses on strengthening the communication skills that drive effective leadership. Participants will explore how communication impacts organisational performance, how to communicate with greater clarity and purpose, and how to build stronger conversations, trust and engagement within their teams.

SESSION 1 — COMMUNICATING FOR LEADERSHIP IMPACT

Understand the role communication plays in achieving organisational goals and the important role managers play in connecting people, information and business priorities.

- **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 — THE 4Ms — KEEPING COMMUNICATION CLEAR & RESULTS-DRIVEN

Apply a practical framework to ensure communication is targeted, relevant and aligned with the needs of the audience.

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 HIGH-IMPACT LEADERSHIP CONVERSATIONS

Strengthen the skills required to listen more effectively, ask better questions and create more productive conversations.

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 — BUILDING TRUST, EMOTIONAL INTELLIGENCE & DIFFICULT CONVERSATIONS

Develop stronger interpersonal leadership skills to build trust, manage emotions and navigate challenging conversations more confidently.

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 SHOULDN' T MISS THIS

In today's workplace, leaders are expected to do more than simply deliver information — they need to **create clarity, build trust, influence decisions and inspire people to act.**

This highly practical programme equips you with proven communication frameworks to strengthen leadership conversations, handle difficult discussions, present with greater impact and communicate change more effectively. **You'll also explore how AI can support communication efficiency while keeping human judgement, authenticity and connection at the centre.**

From everyday conversations to high-stakes presentations and organisational change, you'll gain **practical techniques to engage people, reduce resistance and turn strategy into messages that resonate.**

Walk away with a stronger, more confident communication approach that helps you become a more influential and effective leader.

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

WHO SHOULD ATTEND?

This programme is designed for leaders and managers who need to communicate with greater clarity, influence and confidence.

Ideal for **Directors, Heads of Department, Senior Managers, Managers, Team Leaders and High-Potential Leaders** across all business functions.

Particularly valuable for leaders 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

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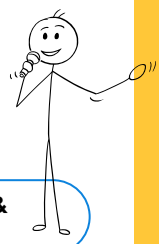
DAY 2 | AI-ENABLED COMMUNICATION, INFLUENCE & LEADING CHANGE

Day 2 moves into higher-impact leadership communication – exploring how AI can enhance communication efficiency, how leaders can present messages with greater power and presence, and how communication and storytelling can help people understand and embrace change.



SESSION 5 AI-ENABLED COMMUNICATION & PRESENTING WITH POWER

Explore how AI can support leadership communication before moving into the skills required to structure and deliver messages with greater presence, persuasion and impact.

ACTIVITY

Leveraging AI for Leadership Communication

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

Presenting with Power & Presence

- How to be Powerful, Persuasive & Personal
- Engaging Your Audience Through Interactive Conversations.
- Prepare & Present With Style.
- Tips and Tools to improve your presentation skills.

SESSION 6 UNDERSTANDING & COMMUNICATING CHANGE

Understand how employees experience change, why resistance occurs and where leadership communication can have the greatest impact.

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 7 STORYTELLING AS A LEADERSHIP TOOL

Explore how storytelling can help leaders create emotional connection, improve engagement and help employees understand and embrace change.

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.**

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

SESSION 8 TURNING STRATEGY INTO STORY & THE HUMAN-AI BALANCE

Develop a clearer and more persuasive leadership narrative that connects organisational goals with what employees need to understand and act upon, while exploring how AI can support – rather than replace – authentic leadership communication.

ACTIVITY

Turning Strategy into Story

- **"Turning Strategy into Story":** Aligning messaging with business goals.
- **Breaking Down the "Garden Transformation" Story:** Using 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.

Communicating Change with AI: The Human-AI Balance

- **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 that blends AI-generated insights with a personal leadership story.

KEY LEARNINGS

- **Communicate with Clarity & Impact:** Structure messages that are clear, relevant and results-driven.
- **Strengthen Leadership Conversations:** Listen better, ask stronger questions and improve engagement.
- **Build Trust & Handle Difficult Conversations:** Use emotional intelligence and feedback more effectively.
- **Present with Power & Persuasion:** Deliver messages with greater confidence, presence and influence.
- **Leverage AI for Communication:** Use AI-powered tools to improve clarity, efficiency and message development.
- **Lead Change with Confidence:** Understand resistance and communicate change more effectively.
- **Use Storytelling to Inspire Action:** Create narratives that engage people and support change.
- **Turn Strategy into Story:** Translate organisational goals into messages people understand and act on.

ACTIVITY

Practice Makes Perfect!
Points highlighted in **Blue** are practical activities.

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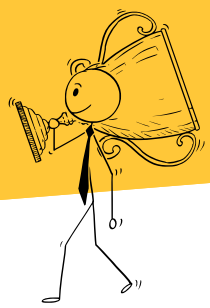
AWARD WINNING FACILITATOR



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.

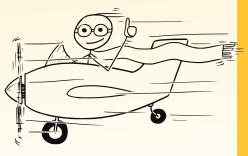
He has worked with major organisations and Fortune 500 companies around the world in areas of **change communication initiatives, internal communication strategies and reviews, leadership communication,** executive coaching and the design of professional capability and development programs.

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

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REGISTRATION FORM

THE POWER OF COMMUNICATION

Brunei
2 & 3 December 2026

Registration Inquiries:
: +603 2282 1688
: +6011 1633 1600
: boon@kexxel.com

***GET 1 FREE SEAT IF YOU SEND 3 PAX!** (3+1 PACKAGE)

REGISTRATION FEE

☐ USD 1,995

☐ **Send 3, get the 4th seat for FREE!**

*Fee quoted does not include GST / VAT or witholding tax (if applicable).

Company Name: _____

Delegate 1

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Job Title : _____
Email : _____
Mobile : _____
Direct Line : _____

Delegate 2

Name : _____
Job Title : _____
Email : _____
Mobile : _____
Direct Line : _____

Delegate 3

Name : _____
Job Title : _____
Email : _____
Mobile : _____
Direct Line : _____

Delegate 4 (FREE if you send 3 pax)

Name : _____
Job Title : _____
Email : _____
Mobile : _____
Direct Line : _____

Authorization (Mandatory)

Name : _____
Job Title : _____
Email : _____

Signature : _____
Date : _____

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

Payment Method

☐ Bank Transfer

☐ Credit Card ☐ Visa ☐ Mastercard

Name on card : _____
Card number : _____
Expiry date : _____ CVV : _____

Signature : _____

Email the completed form to boon@kexxel.com

TERMS AND CONDITIONS

Privacy: Any information provided by you in registering for this event is being collected by Kexxel Group and will be held in the strictest confidence. It will be added to our database and will be used primarily to provide you with further information about Kexxel Group events and services.

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.

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.

As such, Kexxel Group reserves the right to alter or modify the advertised speakers and/ or topics if necessary. Any substitution or alterations will be updated on our web page as soon as possible. Send 3 and get the 4th pax for free promotion is subject to Kexxel Group's discretion. In case of no show on the event day, the free attendee is assumed to have cancelled his/her seat and full payment is required as per invoiced. Due to limited event space, we strongly advise early registration to avoid disappointment.