

# NICF – Structured Thinking and Communication for IT Professionals

## For Whom

Project Leaders, Project/Programme Managers, newly appointed Project Managers and CIOs and those who wish to function as effective internal consultants within their organization where communication is an important soft skill to be acquired.

## Prerequisites

Knowledge of basic problem solving, communication and presentation skills.

## Duration

3 days

## Venue

STMI@NUS  
iCube, Level 3  
21 Heng Mui Keng Terrace  
Singapore 119613  
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Why are good recommendations and ideas not getting through? Why do intended messages failed to be conveyed effectively? The reasons are varied, but it is often because these ideas are too complex and are not well structured enough for easy comprehension and follow-through. Improper framing of the problems and objectives is also a serious impediment in bringing about the desired buy-in.

Through a combination of lectures, case studies, exercises and breakout sessions, this workshop will help you, the IT professionals, who need to engage in business communications to reduce the time taken to develop effective proposals and recommendations, increase overall clarity and persuasiveness and as a result achieve faster buy-in and approval.

## Programme Benefits

- Correctly identify the communication objective and target audience
- Describe general business problems and approaches to solving them
- Correctly frame the problem
- Develop a clear and strong introduction
- Make recommendations that will lead to actions
- Know when and how to use inductive or deductive reasoning approach to sell an idea
- Develop logical fact-based messages that can be communicated in a compelling manner
- Learn how to tighten the key messages and flow
- Adapt the communication to the different types of audiences
- Overcome the inherent handicap of technical professionals engaging in business communications

## CONTEXT OF BUSINESS COMMUNICATION WITHIN THE ORGANIZATION

- Understand the gaps between IT and business and IT staff and business people
- Recognize key elements in the 'universe of business communication'
- Importance of correctly identifying the objective and the target audience

## DEFINING THE PROBLEM

- How to know you have addressed the right issue from the audience's perspective
- Learn how to define a problem and analyze and address the audience's burning issues

## CREATING AN EFFECTIVE INTRODUCTION

- Learn how to create an effective introduction to a proposal/report
- Relate introduction to problem definition

## BUILDING THE STRUCTURE FOR EFFECTIVE COMMUNICATION

- Identify the main tenets in effective communication
- Understand the vertical and horizontal relationships in the structure of communication
- Distinguish between the deductive and inductive reasoning patterns
- Learn how to group ideas and apply a logical order to grouped ideas

## CONSTRUCTING THE DELIVERABLE

- How to convert the structure of communication into text documents and slide presentations
- Understand how typical deliverables should be structured
- Identify effective elements for closing and how to create them
- Understand the roles of the remaining elements of the 'Universe of Communication'

## MAKING THE ALL IMPORTANT FINAL PRESENTATION

- Extract the key messages
- Group information and distill the insights
- Assess audience background, likely response and make adjustments
- Structure the content
- Set up and present with the right visual aids

## Lead Faculty



**Dr. Danny Poo** graduated with a BSc (Hons), MSc and PhD in Computer Science from the University of Manchester Institute of Science and Technology (UMIST), England.

He is currently a tenured Associate Professor in the Department of Information Systems, National University of Singapore. He has taught courses in Systems Analysis and Design, Enterprise Systems Development, Object-Oriented Software Engineering, and Information Technology Project Management. He is a Steering Committee Member of the Asia-Pacific Software Engineering Conference.

A well-known speaker in seminars, he has conducted numerous in-house training and consultancy for organizations both locally and regionally. Founder of a Software Engineering company, Dr. Poo has been involved with numerous government projects, seeing successes and failures in project management during his course of experiences.

Dr. Poo is a prolific writer; he is the author of 5 books: "*Object-Oriented Programming and Java*", 2nd edition, Springer-Verlag, 2007; "*Developing Systems Using J2EE*", Prentice-Hall, 2004, "*Learn To Program Java*", 4th edition, Cengage Learning, 2009; "*Learn To Program Java User Interface*", Thomson Learning, 2006; and "*Learn To Program Enterprise JavaBeans 3.0*", 3rd edition, Cengage Learning, 2009