



**Innovative Communicator  
Accelerator Programme**

**ICAP for Asia**

**miticom<sup>TM</sup>**



**Deep relationships that work are the key to success. They put people at the centre rather than systems or technology.**

**Miti Ampoma**

# Who this course is for

ICAP Asia is for business leaders and managers from Asia who want to transform their communication and leadership skills and grow their business on an international stage. The course is suitable for both individuals and teams.

ICAP Asia will help you understand and embrace cultural differences and adapt your style to suit your target audience.

You may need to lead your business through a period of reorganisation with no loss of performance and want to make sure you're up to the job.

# Who this course is for

Perhaps your whole business culture is one of chaos and confusion and you need to win hearts and minds as you effect change.

Perhaps your business is not performing as well as it should and you need to improve your skills before you can drive up performance and profits.

Or maybe you feel your career is stalling and you want to make sure you have the skills you need to take it to the next level.

# Who this course is for

Whichever, this course will help you develop the skills you need to connect with people. To be both heard and remembered. And to communicate and lead with confidence, impact and presence.

ICAP Asia is not for the faint-hearted. To succeed, you need to commit to the full course and have a willingness to work hard.

# Who this course is for

To benefit from ICAP Asia you should either be a native English speaker or have English language skills at Upper Intermediate level or above\*. If you need to improve your English skills before you take part, we run bespoke English Immersion courses.

*\* Language skills defined by The Common European Framework for Language (CEFR)*

# What to expect

ICAP Asia is a residential course made up of three modules, each lasting a full week. We break for eight weeks in between each module so you have a chance to reflect on your learning and put your new skills into practice.

Throughout the course we'll challenge your assumptions, explore your personal values and ask you to consider your own learning, experience and ability.

Although it's largely the same as our ICAP for Leaders programme, throughout this course we look in detail at how the elements in each module impact on you if your business is based in Asia. Critically, we also explore how you should consider British culture, its traditions and etiquette.

# 1

**MODULE ONE** looks at what it means to be an Innovative Communicator. It explores how the current global landscape impacts on business and culture. This module examines the impact different cultures, relationships and styles of communication can have.

*Each module will present an opportunity to explore British culture, its traditions and etiquette*



# 2

**MODULE TWO** looks at the different working styles evident in international teams and how these may impact on performance. It introduces and develops the skills you need you lead with influence and integrity on an international basis.

*Each module will present an opportunity to explore British culture, its traditions and etiquette*



**MODULE THREE** shows you how innovative communication creates commercial gain and how communication skills have a direct impact on sales and business targets.

*Each module will present an opportunity to explore British culture, its traditions and etiquette*

Once you've completed the programme you'll be an **Innovative Communicator**, with all the advantages this brings.

You'll be able to push your own boundaries. You'll be able to communicate in a way that **develops meaningful relationships** and builds a **loyal team**. You'll be able to plan and deliver **powerful communication strategies**, drive performance and create **sustainable financial growth**.

And you'll be at the heart of a movement that is putting **humanity, integrity** and **soul** back into business.



**We plan each course around the needs of the participants and our pricing reflects this.**

**Therefore please get in touch for more information about the cost of your course.**



To book or for more information



Give us a **call** on  
+44 (0)800 195 5598



**email** us at  
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To find out more about miticom and our work please visit our **website**:



[miticom.co.uk](http://miticom.co.uk)



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