ASIASchool of Business
in collaboration with MIT Sloan Management
Iclif Executive Education Center

FT EXECUTIVE EDUCATION 2026 RANKING

AACSB ACCREDITED

EXECUTIVE EDUCATION / OPEN ENROLLMENT PROGRAM

PRESENTING WITH POWER



PROGRAM DETAILS

FACULTY	DATE/TIME	FEE*	VENUE
Sheila Singam	28 January 2027 9.00AM - 5.30PM	RM2,750 | USD688	Asia School of Business

Program Overview

The ability to present with clarity and confidence is essential for executives who want to build trust, influence decisions and inspire action. However, many executives tend to rely too much on PowerPoint presentations and use these as their prompts, forgetting that audio-visual aids are but a small part of the presentation.

Presenting with Power is a practical, one-day program that equips participants to structure persuasive presentations, craft meaningful business stories and deliver with credibility and presence. Through recorded practice, interactive exercises and constructive feedback, participants will strengthen their ability to engage stakeholders, handle challenging questions and conclude with a clear call to action.

Facilitated by **Sheila Singam**, the program brings together the importance of a clear message, relevant evidence and compelling delivery. Storytelling adds a human dimension, helping audiences connect with ideas and understand why they matter.

Learning Outcomes

At the end of the program, participants will be able to:

- Identify the essential components of a good presentation
- Design presentations around audience priorities and a clear desired outcome
- Use business stories to make key messages relevant and memorable
- Use verbal and non-verbal skills to establish rapport with audiences
- Demonstrate confident physical and vocal presence
- Incorporate elements to capture audience attention
- Respond to challenging questions with clarity and composure
- Deliver effective presentations that achieve the business objective

Who Will Benefit?

Senior managers, managers, team leaders and professionals who need to present ideas, recommendations or business updates clearly and persuasively, including those who:

- Present to senior leadership, boards, clients or business partners
- Deliver proposals, project updates, pitches or change messages
- Use data and storytelling to influence decisions and secure buy-in
- Represent their organization at meetings, briefings and events
- Want to strengthen their confidence, delivery and ability to handle challenging questions

Session Outline

9:00AM - 10:00AM

Session 1: Where Do I Stand?

- Introduction
- Delivering and reviewing a short baseline presentation to identify current strengths and development needs.
- Comparison between poor and great presentations
- Identifying personal habits that strengthen or weaken executive presence.

Activity: Participants deliver a two-minute presentation in small groups, recorded on their devices. Peers provide structured feedback, and each participant identifies two improvement priorities.

10:15AM - 12:15PM

Session 2: Structuring A Powerful Presentation

- Defining the presentation mission
- Know your audience
- Using the 4MAT framework—Why, What, How and What If—to plan content
- Planning your content – how much should go in for it to work?
- Developing purposeful openings, clear transitions and action-oriented conclusions.
- Designing visual aids that clarify the message through simple visuals and selective data.

Activity: Build a presentation based on a clear mission and structured format.

12:15PM - 1:15PM

Session 3: Storytelling For Presentation Impact

- The science of storytelling
- The role of ethos, logos and pathos in influencing people
- The Cialdini Model for influencing
- Connecting stories to evidence:
- Finding stories from various sources
- Incorporating relevant stories to capture attention

Activity: Participants develop and tell a 90-second business story linked to their presentation topic. Partners identify the message they heard and suggest where the story could be clearer, shorter or more relevant.

2:15PM - 1:15PM

Session 4: Delivering With Confidence & Presence

- Building rapport through verbal and non-verbal means
- Using vocal projection, tone, pace, emphasis and pauses to convey meaning and credibility.
- Presenting with slides while maintaining audience connection.
- Commanding the space through anchoring techniques
- Handling questions with confidence

Activity: Practice of vocal skills and answering questions, posture and use of space through presentation to peers and feedback

Note:

- *Lunch and two tea breaks are included in the program agenda.*

Session Outline

4:00PM - 5:30PM

Session 5: Putting It All Together

- Integrating structure, evidence, storytelling and confident delivery.
- Delivering a clear conclusion with a specific recommendation or call to action.
- Comparing final performance with the baseline presentation.

Activity: Participants deliver a recorded four-minute presentation followed by two minutes of questions in small groups. Each presentation must include a clear central message, relevant evidence, one concise business story and an explicit call to action. Peers and the facilitator provide feedback using the same assessment criteria.

Faculty



Sheila Singam is a dynamic professional with a passion for unleashing individual potential. For the past 20 years, she has been delivering transformative training programs to corporations across a variety of sectors. Sheila holds an Honours degree in Mathematics and Chemistry, a Diploma in Education, and certifications as a Trainer of NLP, NLP Coaching and Time Line Therapy®. Sheila also holds a Post-Graduate Diploma in Innovation and Design Thinking delivered jointly by MIT Sloan, Columbia Business School and Tuck School of Business.

In addition, she has a certificate in Circular Economy & Sustainability Strategies from Cambridge University's Judge Business School, as well as a certificate in Storytelling from IDEO U and Virtual LearnCaster certification, which equips her to deliver online programs. Sheila is certified in Game-Based Learning from DRB-Hicom University and Accelerated Learning Practice, through which she brings a learner-centric, practical approach to all her programs. She is also an artist and a published author who raises funds for charity through these skills.

Note: *

- Excludes Sales & Service Tax (8%)
- Fee excludes accommodation at ASB Residential for outstation/ overseas participants but can be arranged at additional cost.
- USD Pricing is indicative pricing. All fees are invoiced in Malaysian Ringgit (RM). USD amounts are shown for reference only and will vary based on the prevailing exchange rate at the time of payment.
- ASB reserves the right to amend the program design, schedule, or faculty lineup without prior notice to maintain academic and delivery excellence.

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