

## **Perception Management: How Do You Want Others to See Your Organisation?**

What does Einstein's revelation mean in today's businesses?

Does it mean that "reality" is only your reality and no one else's reality?

Do you know that perception plays an essential role in the human decision-making process?

### **Introduction**

Perception is not mere observation. Perception refers to the complex interaction of observation and meaning-making that determines an individual's attitudes, beliefs, and values. Perception is profoundly affected by a person's life experience, and also by their social and cultural backgrounds. Finally, perception is the process of selecting, interpreting and evaluating the data that is continuously received in our daily lives according to what we believe is possible, reasonable, acceptable and desirable. One cannot separate the process of perception from the processes of emotions and cognition, which makes perception not only the most fascinating of subjects but also one of the most problematic. Perception Management skills are essential because people react according to the perception rather than the real scenario in the organisation. Negative perception would bring negative impact to the organisation.

### **Program Objectives**

This program aims to:

- Understand the roles people play in life based on their perceptions and conditioning.
- Break down barriers and communicate by understanding the psychology behind perception management.
- Provide techniques and skills to manage and create positive perception both in public and private sectors

### **Learning Outcomes**

After completing this training, participants should be able to:

- Understand the role of perception and people decision making
- Apply behavioural techniques to change people perception
- Conduct programs and activities to create a positive perception

### **Who should attend?**

Non-managerial, First-line management, middle management, senior management and anyone who needs to manage and take care of organisation perception

## Methodology

Case studies, forum discussion, role-play, presentations, gamification

## Program Outline

Time	Day One
9.00am– 10.30am	<b>Perception: Human Behaviour Perspectives</b>  Perception plays an essential role in the human decision. This chapter provides an overview of the formation of human perception and factors that influence human perception. The neuropsychology concept and cognitive perspectives on human perception are introduced in this chapter.
10.30am-11.00am	<b>Break and Networking</b>
11.00am-1.00pm	<b>Perception Barrier</b>  This module trains participants to handle barrier in perception. The participants would learn the methodology with behavioural intelligence to overcome the barrier in handling human perception, understanding the formation and barrier to change human perception help participants to venture into a deep understanding of human perception.
1.00pm-2.00pm	<b>Lunch Break and Networking</b>
2.00pm-3.30pm	<b>Principles of Perception Management</b>  This chapter introduces the principles of managing human perception. The principles would help participants to understand factors in the situation, factors in perceiver and factors in the target in managing.
3.30pm-4.00pm	<b>Break and Networking</b>
4.00pm-5.00pm	<b>Perception Change</b>  After understanding the principles of managing human perception, participants would start to look into the methodology in perception change. In this module, participants would learn how to apply behavioural tools to change human perception.

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<b>Time</b>	<b>Day Two</b>
<b>9.00am– 10.30am</b>	<p><b>Managing Personal Perception</b></p> <p>Participants would learn how to handle individual perception. Application of self-talk, self-motivation and Socrates Triple Filter principles would be exposed to participants in handling personal perception. In addition, the methods of cognitive behavioural therapy would be shared in this module.</p>
<b>10.30am-11.00am</b>	<b>Break and Networking</b>
<b>11.00am-1.00pm</b>	<p><b>Managing Community Perception</b></p> <p>In this module, participants would learn how to apply technology to handle community perception. The hands-on practical session that helps participants to understand how to handle public and community perception are applied in this module.</p>
<b>1.00pm-2.00pm</b>	<b>Lunch Break and Networking</b>
<b>2.00pm-3.30pm</b>	<p><b>The motivation of Change of Perception</b></p> <p>Changing perception could only provide a short-term impact. In this module, participants would learn how to motivate and create a sustainable perception so that the perception enters the beliefs systems and become a constant action in the communication.</p>
<b>3.30pm-4.00pm</b>	<b>Break and Networking</b>
<b>4.00pm-5.00pm</b>	<p><b>Perception Management</b></p> <p>The application of technology in managing human perception is essential. This module enables participants to apply various technologies from awareness, creating interest, engagement and changing behaviour in managing perception.</p>