

The right words

JACKSON NG WANTS TO ARM MALAYSIANS WITH THE TOOLS TO SPEAK CONFIDENTLY IN PUBLIC

by S. Indra Sathialaban

GOOD presentation skill is essential in the corporate world as not only do you have to sell your ideas but also show people you have leadership material.

Jackson Ng is no stranger to public speaking. Now, he wants to help others master this much-needed skill via his books and seminars.

Ng holds a master degree in human resource management from the University of Southern Queensland and is a certified professional trainer, a qualification he earned from IPMA (International Professional Managers Association) in Britain.

He has conducted thousands of seminars, workshops and training programmes for students, government servants, private organisations and other groups since 1997.

Ng is also the 2002 Asia Pacific Speaking Competition (Area B) Speech champion when he represented Malaysia in the 52nd Junior Chamber International Asia-Pacific Conference (JCI-ASPAC) in Japan.

Currently, he is the master trainer at the company he founded, Mastermind Training International Sdn Bhd. Ng has also authored

two books - *You are a Top Student* plus its Bahasa Malaysia version, *Anda Pelajar Terbilang* (2005); and *Speak With Impact to Any Audience* (2007).

Speak With Impact (RM49.90) is aimed at working professionals, and covers such areas as common mistakes made during presentations, how to prepare the presentation, delivery skills, how to end the speech and developing confidence.

It took Ng a year to write the book which he published himself. So far, the initial print order of 8,000 copies cost him RM50,000.

"I always say that leaders must be great speakers. If they are not great speakers, they are going to lose control, impact and influence," says Ng during an interview.

"The size of the audience is not important," he adds, explaining that speaking to a small audience can be just as difficult as speaking to a big crowd.

Ng cites Tun Mahathir Mohamad, Datuk Seri Anwar Ibrahim and former Singapore premier Lee Kuan Yew as excellent speakers - which is one of their strongest qualities as leaders.

He says the most common mistake people make during presentation is not being prepared. "They will have

this feeling of not being in control and will panic."

He adds that many people also don't know how to speak effectively. "When you tell a story, you don't have to tell each and every part. You must know what to cut out, just stick to the important part of the story."

In his book, Ng also emphasises on being yourself when making a presentation. "When you try to be someone else, you will not be able to enjoy yourself and neither will the audience."

"When this happens, everything feels unnatural, not fun, just boring. It is worse when the speaker tries to imitate someone else."

"In [giving] presentations, we become powerful when we are ourselves."

"If English is not our mother tongue, we don't have to try and speak like an Englishman. We can still convey our message using Malaysian English."

He personally feels that we should take up courses to polish up our public speaking and presentation skills instead of waiting for the company to send us.

"I still find many employees expect their company to pay [for courses] or they don't go. In that aspect, they do themselves an injustice as they are sabotaging themselves



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from learning something important." Ng adds it helps to attend seminars on public speaking as they will provide you with the practical aspects which will reinforce what you have learnt from books.

That's why he is offering the opportunity for a free workshop worth RM388 to the buyers of his book.

Speak With Impact to Any Audience is available at all major bookstores. For more, go to www.mastermind.com.my.

Penilaian Dunia Buku

- ★ Teruk
- ★★ Cuba baca dulu
- ★★★ Tak rugi baca
- ★★★★ Patut baca
- ★★★★★ Rugi tak baca



Yakin bertutur

BUKU Motivasi *Speak With Impact* tulisan Jackson Ng memuatkan tips lengkap, mudah dan cepat untuk membantu pembaca di kalangan pelajar dan profesional yang dapat meningkatkan keyakinan serta kebolehan diri semasa bercakap di hadapan khalayak ramai.

Buku setebal 162 halaman terbitan Mastermind Training International Sdn Bhd berharga RM49.90 semasa ini, turut menampilkan pengalaman dan kejayaan penulis sebagai pakar dalam bidang latihan profesional yang mampu menambah semangat pembaca dalam mempraktikkan kebolehan bercakap secara efektif.

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