



安讯教育与科技有限公司  
Axon Consultancy Sdn Bhd

# CORPORATE COMMUNICATION INFLUENCE



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Axon Consultancy Sdn. Bhd.

(Co Reg no: 201701042497)

2-2, Plaza Usahawan Genting Kelang, Jalan Danau Naiga,  
Taman Danau Saujana, 53300 Kuala Lumpur  
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## AN OVERVIEW

In today's hyper-connected world, communication is more than just delivering information—it is about shaping perception, driving action, and influencing outcomes. **Corporate Communication & Influence** is a powerful, hands-on program designed to equip professionals with the strategies, tools, and mindset needed to communicate with intention, authority, and strategic impact.

Whether you're managing internal communications, engaging customers, influencing stakeholders, or safeguarding corporate reputation, this program elevates your ability to deliver messages that truly matter—especially when the stakes are high.

## Who Should Attend

This course is ideal for:

- Communication, PR, and marketing professionals
- Leaders and managers shaping internal and external messaging
- Professionals who must persuade, influence, or manage stakeholder expectations
- Anyone responsible for protecting or enhancing corporate reputation



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## TRAINING METHODOLOGY

- **Message Crafting Workshops** – Hands-on narratives and key message development
- **Crisis Simulation Exercises** – Real-time crisis role-play and response evaluation
- **Stakeholder Mapping Drills** – Identifying, analysing, and prioritising stakeholders
- **Peer Feedback Presentations** – Delivering influential short presentations
- **Case Study Deconstruction** – Reviewing real corporate communication wins and failures

## DURATION

- 1 day – Full Day or Half Day Available

## COURSE OBJECTIVE

By the end of this programme, participants will be able to:

- Align communication strategies with organisational goals
- Craft persuasive messages tailored to key stakeholders
- Select the right communication channel for maximum influence
- Apply structured approaches for crisis and reputation management
- Strengthen personal and corporate brand credibility through strategic communication



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## Course Content

### Module 1: The Strategic Role of Corporate Communication

Aligning communication with business goals  
Stakeholder identification, mapping, and analysis  
Building and protecting organisational reputation

### Module 2: Mastering Communication Channels

Internal communication to engage and inform  
External communication: PR, media relations, and social media  
Selecting the right channel for message effectiveness

### Module 3: The Art of Influence & Persuasion

Understanding persuasion psychology (Cialdini's principles)  
Crafting compelling narratives and business storytelling  
Workshop: Building and delivering a persuasive message

### Module 4: Crisis Communication & Reputation Management

Developing a crisis communication plan  
Managing information flow and controlling the narrative  
Case study: Crisis communication successes and failures

### Module 5: Developing Your Influential Voice

Strengthening your personal communication brand  
Refining public speaking and presentation skills  
Action planning: Applying your influence toolkit at work



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## Trainer Portfolio: Dr Thilagavathy Subramaniam

### HRDC Accredited Trainer | Corporate Educator | Risk & Resilience Specialist | Leadership & Personal Growth Coach

**Dr. Thilagavathy Subramaniam** is a dynamic HRDF Certified Trainer, PhD researcher, and accomplished corporate leader with over 20 years of cross-industry experience. A seasoned professional with a rare blend of technical expertise, strategic insight, and motivational energy, she has worked with leading multinationals including **Micron**, **Motorola Solutions**, **Western Digital**, and **Kerry Ingredients**.

Her professional portfolio spans **Risk Management**, **Quality Systems**, **Compliance**, and **Organizational Resilience**, while her passion lies in **empowering individuals and teams** through impactful, practical, and purpose-driven learning. Beyond the corporate arena, she inspires **students**, **professionals**, and **parents** through motivational talks, coaching, and workshops across Malaysia. Fluent in **English**, **Malay**, and **Tamil**, Dr. Thilagavathy connects with diverse audiences, creating inclusive, engaging, and transformative learning experiences.

#### Areas of Expertise



- Leadership & Management
- Operations & Quality Management
- Risk Management & Business Continuity
- ISO Systems, Compliance & Internal Auditing
- Corporate Communication & PR
- Mental Health & Counseling Awareness
- Adult Learning & Train-the-Trainer
- E-Learning & Online Education
- Personal Finance & Wealth Empowerment



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