



安讯教育与科技有限公司
Axon Consultancy Sdn Bhd

MASTERING CONVERSATIONAL INFLUENCE



SHIFTING BELIEFS & CREATING CHANGE THROUGH DIALOGUE



Axon Consultancy Sdn. Bhd.

(Co Reg no: 201701042497)

2-2, Plaza Usahawan Genting Kelang, Jalan Danau Naiga,
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AN OVERVIEW

In today's corporate environment, the ability to influence through conversation is a critical leadership, sales, and stakeholder management capability. While not every conversation ends in immediate agreement, highly effective professionals know how to guide dialogue toward clarity, alignment, and constructive action—especially when resistance or fixed mindsets emerge.

Mastering Conversational Influence is a structured development programme grounded in Neuro-Linguistic Programming (NLP), linguistic reframing principles, and belief-level communication strategies. The programme focuses on how perspectives are formed through language and how skillful conversational reframing can shift beliefs, unlock engagement, and enable behavioural change—without pressure, manipulation, or coaching jargon. The programme is designed for corporate professionals who regularly influence outcomes through dialogue, including leaders, managers, sales professionals, trainers, and internal coaches. Participants will gain practical tools to recognise limiting beliefs in everyday workplace conversations and respond with precision language that promotes alignment, motivation, and progress.

DURATION: 3 Days

WHO SHOULD ATTEND

This programme is designed for:

- Leaders and managers
- Sales and business development professionals
- Corporate trainers and facilitators
- Coaches and internal change agents
- Professionals who regularly influence outcomes through conversation



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PROGRAMME OBJECTIVES

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

- Understand the principles of reframing from an NLP and behavioural communication perspective
- Recognise the relationship between beliefs, values, emotions, behaviours, and goals
- Identify limiting belief structures as they appear in everyday workplace language
- Conduct conversations that shift fixed perspectives and reduce resistance
- Apply reframing and emotional language techniques to redirect thinking constructively

LEARNING OUTCOMES

Upon completion, participants will demonstrate the ability to:

- Recognise common limiting beliefs that impact performance, engagement, and decision-making
- Apply conversational reframing techniques to manage resistance and disengagement
- Combine multiple reframe patterns appropriately for greater conversational impact
- Assess how beliefs influence behaviour and determine suitable conversational responses
- Use motivational and emotionally aligned language to support clarity and action



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TRAINING METHODOLOGY

This programme adopts a competency-based and experiential learning approach:

- **Experiential Learning:** Structured exercises, simulations, and role-based practice
- **Facilitated Debriefing:** Reflection and guided group discussions
- **Group Work:** Peer learning, breakout sessions, and case analysis
- **Multimedia Support:** Short videos and visual models to reinforce learning
- **Action Planning:** Clear transfer of learning to workplace application

Each module follows the **4MAT Learning System:**

- **Why** – Relevance and business importance
- **What** – Conceptual frameworks and evidence-based models
- **How** – Practical application through exercises
- **What If** – Reflection, situational analysis, and workplace transfer



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Course Content

Day 1: Foundations of Conversational Influence

Module 1: Setting the Frame – Programme Objectives and Outcomes

- Programme context and relevance to business communication
- How high performers apply belief-level influence
- Overview and evolution of reframing methodologies

Module 2: Excellence Starts in the Mind

- How internal perspectives are formed and maintained
- Shifting perspectives as a prerequisite for performance and change
- The interaction between values, beliefs, emotions, behaviours, and goals

Day 2: Identifying and Shifting Limiting Beliefs

Module 3: Spotting the Conversational Frame

- How beliefs surface in everyday language
- Identifying moments of conversational leverage
- Mapping beliefs to goals, emotions, and values in dialogue

Module 4: Advanced Reframing Skills

- Applying a range of reframe patterns to shift perspectives
- Using precision language to guide conversations ethically
- Practice of reframe mastery techniques in real workplace scenarios

Day 3: Integration and Workplace Application

Module 5: Action Planning and Implementation

- Consolidation of key learning points
- Translating conversational influence skills into daily work situations
- Development of individual action plans for sustained application
- Programme conclusion and reflection



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Trainer Portfolio: Mr. Andreas Dorn

HRDC Accredited Trainer | Certified NLP Trainer | Hypnotherapy & Behavioural Master Coach Trainer | Co-Founder & Master Trainer, Asia Mind Dynamics Sdn Bhd |

Andreas Dorn is an accomplished and results-driven Certified Trainer and Master Trainer of **Neuro-Linguistic Programming (NLP)**, **NLP Coaching**, **Hypnotherapy**, and the **Language and Behaviour Profile – Words That Change Minds**, as well as the creator of **CRAFTing Conversations® – Reframe Mastery**.

With over **20 years of professional training and coaching experience across Asia**, Andreas integrates neuroscience, behavioural science, and communication mastery to deliver transformative learning experiences. His work empowers leaders and professionals with the **clarity, confidence, and behavioural agility** needed to navigate complex organisational and leadership challenges.

Andreas has trained and coached leaders, professionals, and organisations in **Malaysia, Vietnam, Australia, Germany, and Cambodia**, combining global best practices with practical, real-world applications. His engaging, conversation-based facilitation style helps participants recognise limiting beliefs, reframe perspectives, and achieve measurable results.

Areas of Expertise

- Leadership & Belief-Driven Performance
- Advanced Communication & Influence
- Conversational Coaching & Reframing
- Sales Effectiveness & Client Motivation
- Building High-Trust, Psychologically Safe Teams
- Self-Leadership & Behavioural Change

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