

Lee Kuan Yew School of Public Policy

Essential Skills for Policy Makers

Academic Year 2017/18

Essential Skills is a para-academic programme that aims to equip you with writing, communication, and career skills that are useful for your academic and professional success. The *Essential Skills* programme consists of a series of two-hour long, stand-alone workshops that you may attend throughout Semesters 1 and 2 of your academic year. They are hands-on workshops that aim to develop practical skills for personal and professional development. These workshops are grouped under the following two tracks:

1. **Communications**, including workshops spanning across a broad range of skills, such as writing, reading, visual, verbal and nonverbal communication.
2. **Professional and Career Development**, including workshops aiming to strengthen your career development skills, such as cover letter and resume writing, presentation skills, career planning, and networking.

You can attend as many workshops as you wish. However, to receive an *Essential Skills* certificate in one track, you have to attend at least five workshops within that specific track. Some workshops can be double-counted toward both certificates and are indicated below with an asterisk (*).

Hence, throughout the Master programmes, you can earn up to two *Essential Skills* certificates, one in *Communications* and one in *Professional and Career Development*. These certificates form a portion of your personal development portfolio and indicate to prospective employers the additional effort you undertook in personal and professional development.

SEMESTER 1 (August to October 2017)

Track One: Communications

Essential Skills in "Communications" include workshops spanning across a broad range of skills, including writing, reading, visual, verbal and nonverbal communication. The workshop synopses and schedule are below.

1) Writing for Graduate-level Coursework: Essays and Reflection Essays

19 August 2017 (Saturday), 9:00am – 11:00am, MM SR 2-1

The aim of this workshop is to introduce you to the expectations of academic writing at an English-speaking university and to effective steps in writing a reflection essay. Topics that will be explored include essay organization and structure, developing a thesis statement, topic sentences, paragraphing, unity and coherence. Tips on writing a good reflection essay (e.g. for a study trip or on assigned readings) will also be discussed.

2) Writing Policy Memos and Briefs

30 August 2017 (Wednesday), 12:00pm – 2:00pm, MM SR 2-2

What is a policy memo? What is the difference between a policy memo and a policy brief? This workshop aims to introduce you to the fundamentals of crafting effective policy memos and policy briefs.

3) Critical Reading and Writing

19 August 2017 (Saturday), 12:00pm – 2:00pm, MM SR 2-1

Research has shown a close relationship between the ability to read critically and effective, persuasive writing. This workshop introduces you to good critical reading practices, using a sample graduate-level text. It will also discuss how to incorporate materials from readings in an essay without losing your own "voice."

4) Speech Preparation, Structure, and Visual Communication Strategies*

4 September 2017 (Monday), 12:00pm – 2:00pm, MM SR 2-4

This workshop discusses various aspects of speech preparation: selecting a topic, determining the central message, audience analysis, ways to begin and end a speech, and writing a speech outline. A particular focus is on preparing persuasive speeches on policy issues. Effective visual communication strategies are also discussed.

5) Speech Delivery: Verbal and Nonverbal Communication Strategies*

5 September 2017 (Tuesday), 12:00pm – 2:00pm, MM SR 2-4

This hands-on workshop explores various issues related to speech delivery. Topics include the speaker's voice, pacing, pauses, volume, and articulation. The workshop also explores nonverbal communication strategies, including movement, gestures, and eye contact. The aim of this workshop is to allow you to gain confidence in delivering a persuasive speech in front of an audience.

6) Writing a Winning Résumé*

6 October 2017, 12:00pm – 2:00pm, MM SR 2-1

This workshop suggests tips on composing an effective résumé and introduces you to the PAR/STAR method, a practical way to highlight and quantify your work's achievements. Participants are strongly encouraged to bring along a copy of their cover letter and résumé for self- and peer review.

7) TED-style Presentations

8 September 2017 (Friday), 12pm to 2pm, MM SR 3-1

Many of us have come across TED presentations that are attractive, engaging and effective. How should you prepare differently for a TED-style presentation? This workshop addresses this and other questions related to preparing and delivering a TED-style presentation.

Track Two: Professional and Career Development

Essential Skills in "Professional and Career Development" include workshops aiming to strengthen your career development skills. They cover a vast array of topics, including cover letter and resume writing, presentation skills, career planning, and networking. The workshop synopses and schedule are below.

1) Storytelling – Articulate your Personal Value Proposition (PVP)

2 Aug 2017 and 8 Aug 2017 (conducted during Orientation)

In this practical workshop, you will discover why storytelling is such a powerful communication tool and how it can be an effective tool for influencing others. You will mine your life experiences for stories that can be used to build relationships and create a positive impact in both student and professional life. You will also learn what makes a good story, how to structure your stories effectively and how to tell your stories so they have a greater impact.

2) Success with LinkedIn

2 Aug 2017 (conducted during Orientation), 4.45pm – 6.00pm and 21 August 2017, 12.15pm – 2.00pm, MM SR 2-1

It has never been more important to build and maintain a stellar LinkedIn profile. The virtual professional network has morphed from an online resume and networking site to a comprehensive personal branding resource. Whether you seek a career in non-profit, government or the private sector, this workshop will help you to learn how to use this online platform that will benefit you throughout your career.

3) Networking Basics – Level 1

4 Aug 2017 (conducted during Orientation)

Learn how to make small talk, convey a good first impression, and network your way to success. How do you strike a conversation with people who are more professional seniority than you? How do you leave a memorable impression with people you meet at a networking event or social occasions? How do you go about attracting your target employers or key stakeholders? This workshop not only promotes learning of essential interpersonal skills, but also helps overcoming what prevents you from using those skills effectively.

4) Speech Preparation, Structure, and Visual Communication Strategies*

4 September 2017 (Monday), 12:00pm – 2:00pm, MM SR 2-4

This workshop discusses various aspects of speech preparation: selecting a topic, determining the central message, audience analysis, ways to begin and end a speech, and writing a speech outline. A particular focus is on preparing persuasive speeches on policy issues. Effective visual communication strategies are also discussed.

5) *Speech Delivery: Verbal and Nonverbal Communication Strategies**

5 September 2017 (Tuesday), 12:00pm – 2:00pm, MM SR 2-4

This hands-on workshop explores various issues related to speech delivery. Topics include the speaker's voice, pacing, pauses, volume, and articulation. The workshop also explores nonverbal communication strategies, including movement, gestures, and eye contact. The aim of this workshop is to allow you to gain confidence in delivering a persuasive speech in front of an audience.

6) *Career Planning – Design Your Career*

6 September 2017 (Wednesday), 12:00pm – 2:00pm, MM SR 3-3

This workshop will introduce you to the "design thinking approach" to career planning, and guide students through the initial stages of the process. You will be asked to reflect on your values, interests and preferences in order to develop greater self-awareness. You will, then, review your responses and begin to explore potential career paths. Finally, you will discuss the next steps you should pursue in your career-design process.

7) *Networking Essentials – Level 2*

11 October 2017 (Wednesday), 12.15pm – 2:00pm, MM SR 3-1

"If wealth creation is global, social capital and knowledge are the leverage." – Dr. Roger Hayes. Roger is an Adjunct Associate Professor at the LKY School and a leading international public relations and public affairs professional. During this workshop, Roger will introduce a matrix methodology for networking and offer practical tips that you can implement straight away and from which even seasoned networkers can benefit.

8) *Writing a Winning Résumé**

6 October 2017 (Friday), 12:00pm – 2:00pm, MM SR 2-1

This workshop suggests tips on composing an effective résumé and introduces you to the PAR/STAR method, a practical way to highlight and quantify your work's achievements. Participants are strongly encouraged to bring along a copy of their cover letter and résumé for self- and peer review.

9) *How to Apply for a Position/Internship in the United Nations - Stand out in A Crowd*

13 October 2017 (Friday), 2:30pm – 4:30pm, MM SR 3-5

A career in the field of International development is one of the most coveted professions. An important aspect of this career is to present your passion in the form of a resume or in the required United Nations template, called Personal History Profile (PHP). This session of Career talk will take you through this seemingly daunting task in a simplified manner. It is aimed at professionals who aspire to make a career in the United Nations Secretariat and its agencies cutting across a wide range of development topics. Build upon your present accomplishments to learn how best you can stand out in a crowd.

SEMESTER 2 (January to May 2018)

Track One: Communications

1) *Writing a Winning Résumé* - Level 1 - by Wong Yao Hing*

16 January 2018 (Tuesday), 12pm to 2pm, MM 2-1

This workshop suggests tips on composing an effective résumé and introduces you to the PAR/STAR method, a practical way to highlight and quantify your work's achievements. Participants are strongly encouraged to bring along a copy of their cover letter and résumé for self- and peer review.

2) Intercultural Communication - by Wong Yao Hing

23 January 2018 (Tuesday), 12pm to 2pm, MM SR 3-1

We live, study, and work in an increasingly diverse world. Thus, proper understanding and appreciation of cultural diversity is important for effective communication. This interactive workshop aims to introduce you to the different dimensions that shape our behaviours and thinking patterns, as well as how we perceive others people's communication and behaviours, to improve the way we communicate in intercultural contexts.

4) Perfecting Your Pitch* – Masterclass with James Crabtree

25 January 2018 (Thursday), 12pm to 2pm, MM SR 3-1

Preparing to apply for jobs involves more than dusting off a resume — it means thinking seriously about the best way to tell a compelling story about your own academic and professional development, and thus how you can add value to your dream workplace. This masterclass looks in-depth at the tools and techniques needed to perfect a pitch for any future policy position, from re-creating your resume and producing compelling job applications to excelling in interviews.

5) Email Writing and Etiquette* - by Wong Yao Hing

30 January 2018 (Tuesday), 12pm to 2pm, MM SR 2-2

Despite email communication being a ubiquitous part of academic, personal and professional lives, many still struggle in mastering the art of email writing. This workshop aims to introduce you to good practices of email composition and management, and is suitable for those who desire to improve their workplace communication skill.

6) Writing a Winning Résumé* - Level 1 – by Wong Yao Hing

6 February 2018 (Tuesday), 12pm to 2pm, MM SR 2-1

This workshop suggests tips on composing an effective résumé and introduces you to the PAR/STAR method, a practical way to highlight and quantify your work's achievements. Participants are strongly encouraged to bring along a copy of their cover letter and résumé for self- and peer review.

7) Writing a Persuasive Cover Letter* - by Wong Yao Hing

14 February 2018 (Wednesday), 12pm to 2pm, MM SR 2-2

A cover letter is a concise self-marketing document. There are different types of cover letters, and the ability to write an effective cover letter that corresponds to a particular situation is essential in securing an invitation to a job interview. This workshop introduces you to different types of cover letters and effective strategies in composing them.

8) Client Presentations* - by Wong Yao Hing

13 March 2018 (Tuesday), 12pm to 2pm, MM SR 2-2

The aim of this workshop is to help you attain both competence and confidence in delivering an informative and persuasive oral presentation. This workshop is particularly beneficial for MPP seniors preparing for their PAE conference, MPA students preparing for their GSP conference, and students who wish to hone their presentation skills in preparation for internship and job interviews.

9) Mastering Job Interviews and "Elevator Pitches"* – by Wong Yao Hing

20 March 2017 (Tuesday), 12pm to 2pm, MM SR 2-1

This workshop will help you prepare for your next job interview. Understand the importance of pre-interview research or 'homework', discuss how you can 'do the job' during the interview, and learn the common pitfalls to avoid. Finally, practice crafting an elevator pitch and refine it so that it is both powerful and authentic.

Note: You must attend this in order to sign up for Mock Interviews on 29 Mar or 18 May 2017.

10) Client Presentations* - by Caroline Brassard

27 March 2018 (Tuesday), 12pm to 2pm, MM SR 2-1

The aim of this workshop is to help you attain both competence and confidence in delivering an informative and persuasive oral presentation. This workshop is particularly beneficial for MPP seniors preparing for their PAE conference, MPA students preparing for their GSP conference, and students who wish to hone their presentation skills in preparation for internship and job interviews.

11) TED-style Presentations – Masterclass with James Crabtree

29 March 2018 (Thursday), 12pm to 2pm, MM SR 2-1

Many of us have come across TED presentations that are attractive, engaging and effective. How should you prepare differently for a TED-style presentation? This workshop addresses this and other questions related to preparing and delivering a TED-style presentation.

Track Two: Professional and Career Development

1) Masterclass: Introduction to Coding

January to May 2018, Saturdays or Mondays via online lectures

Citizens, the intended beneficiaries of public policy, are consuming, adopting and contributing to technology at unprecedented levels. Thus, it is increasingly necessary for public policy officials to understand these developments brought forth by technology and associated citizens' expectations.

Conducted by NUS Computer Science, this course introduces the fundamental concepts of problem solving by computing and programming using Python. Topics to be covered include problem solving by computing, writing pseudo-codes, problem formulation and problem solving, program development, coding, testing and debugging, fundamental programming constructs, and fundamental data structures. For more information, please click [here](#).

2) Writing a Winning Résumé* - by Wong Yao Hing

16 January 2018 (Tuesday), 12pm to 2pm, MM 2-1

This workshop suggests tips on composing an effective résumé and introduces you to the PAR/STAR method, a practical way to highlight and quantify your work's achievements. Participants are strongly encouraged to bring along a copy of their cover letter and résumé for self- and peer review.

3) Intercultural Communication* - by Wong Yao Hing

23 January 2018 (Tuesday), 12pm to 2pm, MM SR 2-2

We live, study, and work in an increasingly diverse world. Thus, proper understanding and appreciation of cultural diversity is important for effective communication. This interactive workshop aims to introduce you to the different dimensions that shape our behaviours and thinking patterns, as well as how we perceive others people's communication and behaviours, to improve the way we communicate in intercultural contexts.

4) Perfecting your Pitch - Getting Resumes and Interviews Right - by James Crabtree

25 January 2018 (Thursday), 12pm to 2pm, MM SR 3-1

Preparing to apply for jobs involves more than dusting off a resume — it means thinking seriously about the best way to tell a compelling story about your own academic and professional development, and thus how you can add value to your dream workplace. This masterclass looks in-depth at the tools and techniques needed to perfect a pitch for any future policy position, from re-creating your resume and producing compelling job applications to excelling in interviews.

5) Email Writing and Etiquette* - by Wong Yao Hing

30 January 2018 (Tuesday), 12pm to 2pm, MM SR 2-2

Despite email communication being a ubiquitous part of academic, personal and professional lives, many still struggle in mastering the art of email writing. This workshop aims to introduce you to good practices of email composition and management, and is suitable for those who desire to improve their workplace communication skill.

6) Masterclass: Introduction to Programme Management - Level 1

2 and 9 February 2018, 2:30pm – 5:30pm, Venue: SR 3-3

Recommended for students who are aiming to embark on careers in multilateral organisations and international NGOs, this Masterclass will provide an in-depth understanding of contemporary programme management tools and practices. Students will be introduced to some commonly used tools in the industry such as Logical Framework Analysis (LFA), Results Based Management (RBM) and Theory of Change (ToC) in a global context. Students need to attend both sessions to move on to Level 2, where there will be a chance to apply the tools.

7) Writing a Winning Résumé* – by Wong Yao Hing

6 February 2018 (Tuesday), 12pm to 2pm, Venue SR 2-1

This workshop suggests tips on composing an effective résumé and introduces you to the PAR/STAR method, a practical way to highlight and quantify your work's achievements. Participants are strongly encouraged to bring along a copy of their cover letter and résumé for self- and peer review.

8) Masterclass: Introduction to Strategy

10 February 2018 (Saturday), 9am to 1pm, MM 3-3

The ability to think strategically is an important skill – not just for aspiring management consultants, but for anyone who will be required to solve problems as they embark on their careers. Learn how to generate a hypothesis and identify the right data to solve problems, and practice using the frameworks and tools under the guidance of a former BCG and Bain management consultant and a member of a Singapore Ministry's Futures and Strategy team. Especially recommended for students aiming for a career in consulting.

9) Writing a Persuasive Cover Letter* - by Wong Yao Hing

14 February 2018 (Wednesday), 12pm to 2pm, MM SR 2-2

A cover letter is a concise self-marketing document. There are different types of cover letters, and the ability to write an effective cover letter that corresponds to a particular situation is essential in securing an invitation to a job interview. This workshop introduces you to different types of cover letters and effective strategies in composing them.

10) Masterclass: Introduction to Programme Management - Level 2

9, 16 and 23 March 2018 (Friday), 2:30pm – 5:30pm, Venue: SR 3-3

Only open to students who attended both Level 1 sessions, in Level 2 you will apply programme management tools in various contexts. You will gain insight into how to secure and manage development initiatives effectively, leaving a positive impact on stakeholders. We will discuss some of the ground realities of inter-agency-programme steering and donor management, so you may develop an appreciation of different forms of stakeholders and how that relates to the management of programmes in global and local contexts.

11) Client Presentations* - by Wong Yao Hing

13 March 2018 (Tuesday), 12pm to 2pm, MM SR 2-2

The aim of this workshop is to help you attain both competence and confidence in delivering an informative and persuasive oral presentation. This workshop is particularly beneficial for MPP seniors preparing for their PAE conference, MPA students preparing for their GSP conference, and students who wish to hone their presentation skills in preparation for internship and job interviews.

12) Mastering Job Interviews and "Elevator Pitches"* – by Yao Hing

20 March 2017 (Tuesday), 12pm to 2pm, MM SR 2-1

This workshop will help you prepare for your next job interview. Understand the importance of pre-interview research or 'homework', discuss how you can 'do the job' during the interview, and learn the common pitfalls to avoid. Finally, practice crafting an elevator pitch and refine it so that it is both powerful and authentic.

Note: You must attend this in order to sign up for Mock Interviews on 29 Mar or 18 May 2017.

13) Client Presentations* - by Caroline Brassard

27 March 2018 (Tuesday), 12pm to 2pm, MM SR 2-1

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Essential Skills at a Glance

Workshops denoted with an asterisk () can count toward both Certificates.*

	TRACK ONE: Communications Masterclasses	TRACK TWO: Career and Professional Development Masterclasses
SE M 1	<ol style="list-style-type: none"> 1. Essay Writing for Graduate-level Coursework: Essays and Reflection Essays <i>19 August 2017</i> 2. Writing Policy Memos and Briefs <i>30 August 2017</i> 3. Critical Reading and Writing <i>19 August 2017</i> 4. Speech Preparation, Structure, and Visual Communication Strategies* <i>4 September 2017</i> 5. Speech Delivery: Verbal and Nonverbal Communication Strategies* <i>5 September 2017</i> 6. Writing a Winning Résumé* <i>6 October 2017</i> 7. TED-style Presentations <i>8 September 2017</i> 	<ol style="list-style-type: none"> 1. Storytelling: Articulating Your Personal Value Proposition <i>2 August 2017 and 8 August 2017</i> 2. Success with LinkedIn <i>2 August 2017 and 21 August 2017</i> 3. Networking Basics – Level 1 <i>4 August 2017</i> 4. Speech Preparation, Structure, and Visual Communication Strategies* <i>4 September 2017</i> 5. Speech Delivery: Verbal and Nonverbal Communication Strategies* <i>5 September 2017</i> 6. Career Planning – Design Your Career <i>6 September 2017</i> 7. Networking Essentials – Level 2 <i>4 October 2017</i> 8. Writing a Winning Résumé* <i>6 October 2017</i> 9. How to Apply for a Position/Internship in the United Nations - Stand out in A Crowd <i>13 October 2017</i>
SE M 2	<ol style="list-style-type: none"> 1. Writing a Winning Résumé* <i>16 January 2018</i> 2. Intercultural Communication* <i>23 January 2017</i> Register: https://mysurvey.nus.edu.sg/EFM/se/543BE5C260FE11D7 	<ol style="list-style-type: none"> 1. Introduction to Coding (CS1010X: Programming Methodology) <i>15 January to June 2018 (Full)</i> 2. Writing a Winning Résumé* <i>16 January 2018</i> 3. Intercultural Communication* <i>23 January 2017</i>

<p>3. Perfecting your Pitch* – Masterclass with James Crabtree 25 January 2018 Register: https://mysurvey.nus.edu.sg/EFM/se/543BE5C20C55CF76</p> <p>4. Email Writing and Etiquette* 30 January 2018 Register: https://mysurvey.nus.edu.sg/EFM/se/543BE5C26DEF56C2</p> <p>5. Writing a Winning Résumé* 6 February 2018 Register: https://mysurvey.nus.edu.sg/EFM/se/543BE5C27C431C53</p> <p>6. Writing a Persuasive Cover Letter* 14 February 2018 Register: https://mysurvey.nus.edu.sg/EFM/se/543BE5C259133D6E</p> <p>7. Client Presentations* by Wong Yao Hing 13 March 2018 Register: https://mysurvey.nus.edu.sg/EFM/se/543BE5C24C17690F</p> <p>8. Mastering Job Interviews and "Elevator Pitches"* 20 March 2018 Register: https://mysurvey.nus.edu.sg/EFM/se/543BE5C258BEF219</p> <p>9. Client Presentations* by Caroline Brassard 27 March 2018 Register: https://mysurvey.nus.edu.sg/EFM/se/543BE5C24EA1D484</p> <p>10. TED-style Presentations – Masterclass with James Crabtree 29 March 2018</p>	<p>Register: https://mysurvey.nus.edu.sg/EFM/se/543BE5C260FE11D7</p> <p>4. Perfecting your Pitch* – Masterclass with James Crabtree 25 January 2018 Register: https://mysurvey.nus.edu.sg/EFM/se/543BE5C20C55CF76</p> <p>5. Email Writing and Etiquette* 30 January 2018 Register: https://mysurvey.nus.edu.sg/EFM/se/543BE5C26DEF56C2</p> <p>6. Masterclass: Understanding Programme Management - Level 1 2 and 9 February 2018 Register: https://mysurvey.nus.edu.sg/EFM/se/543BE5C203D62C03</p> <p>7. Writing a Winning Résumé* 6 February 2018 Register: https://mysurvey.nus.edu.sg/EFM/se/543BE5C27C431C53</p> <p>8. Masterclass: Introduction to Strategy 10 February 2018 Register: https://mysurvey.nus.edu.sg/EFM/se/543BE5C20BACF962</p> <p>9. Writing a Persuasive Cover Letter* 14 February 2018 Register: https://mysurvey.nus.edu.sg/EFM/se/543BE5C259133D6E</p> <p>10. Masterclass: Understanding Programme Management – Level 2</p>
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	<p>Register: https://mysurvey.nus.edu.sg/EFM/se/543BE5C243257DEA</p>	<p>9, 16 and 23 March 2018 Register: https://mysurvey.nus.edu.sg/EFM/se/543BE5C275A8EF9B</p> <p>11. Client Presentations* by Wong Yao Hing 13 March 2018 Register: https://mysurvey.nus.edu.sg/EFM/se/543BE5C24C17690F</p> <p>12. Mastering Job Interviews and "Elevator Pitches"* 20 March 2018 Register: https://mysurvey.nus.edu.sg/EFM/se/543BE5C258BEF219</p> <p>13. Client Presentations* by Caroline Brassard 27 March 2018 Register: https://mysurvey.nus.edu.sg/EFM/se/543BE5C24EA1D484</p>
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Accurate as of 16 Jan 2018