

Empowering Excellence Through Bespoke,  
High-Level Customisation Programmes



## 2025 TRAINING SCHEDULE

Our strength lies in customisation. From one-on-one executive coaching to team-wide workshops, we design each programme to directly address your unique needs.

Bespoke, Just for You





## 1. INTRODUCTION



Bespoke Communications Strategist

Welcome to FineTouch – Empowering Leaders, Teams, and Organisations Through Tailored Training Solutions

At FineTouch, we believe in the power of bespoke training solutions. We understand that every client has unique challenges, needs, and objectives. That's why we take pride in delivering high-level, one-on-one customisation in all our programmes, from executive coaching to large-scale corporate training.

Our 2025 programmes are designed with one goal in mind: to directly address your strategic goals and equip your teams with the skills they need to thrive in today's rapidly evolving landscape. Whether you're looking for leadership development, media management, or communication skills enhancement, FineTouch provides solutions tailored to your organisation.



## 2. PERSONALISED SOLUTIONS

No two clients are the same, and neither are our solutions. FineTouch delivers fully tailored training programmes that are aligned with the specific needs of your organisation. From one-on-one executive training to company-wide programmes, we work closely with you to ensure that our training directly addresses your strategic goals and development needs.

### No Two programmes Are the Same

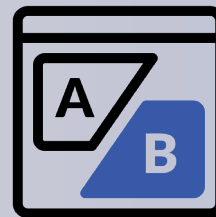
Every training solution at FineTouch is carefully tailored to meet the specific goals and challenges of your team.

Discover how we can customise a programme just for you.



**Tailored Content:** We adapt our materials to focus on the challenges and opportunities unique to your industry.

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**Flexible Formats:** Whether in-person, virtual, or hybrid, our programmes are designed to meet your preferences.

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**Ongoing Support:** We offer post-training follow-up to ensure the lasting impact of our sessions.



### 3. TRAINING PROGRAMME OVERVIEW

1. **Leadership Development:** Customised programmes designed to develop future leaders, focusing on decision-making, communication, and strategic thinking.
2. **Advanced Media Training:** Tailored media and communication strategies for senior executives, designed to help navigate high-pressure media engagements with confidence.
3. **Crisis Management:** Equip your teams with the skills to manage crisis situations with clarity, precision, and a steady hand.
4. **Strategic Communications:** High-level training in messaging, public speaking, and stakeholder communication, customised for your organisation's strategic objectives.
5. **Diversity and Inclusion Training:** Tailored workshops that promote inclusive leadership and communication within diverse teams.

We also offer bespoke solutions in the areas of ESG communications, mental health and well-being in the workplace, and digital transformation.

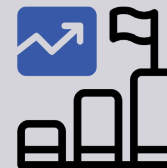
### 4. WHY CHOOSE FINETOUCH



- **Customisation:** Every programme is fully bespoke to meet your specific needs.



- **Industry Expertise:** Our trainers are seasoned professionals with decades of experience across multiple industries.



- **Proven Results:** Our track record speaks for itself. We deliver results that transform organisations and empower teams to excel.



- **Global Perspective:** Our approach combines local insights with a global mindset, making our solutions relevant no matter where your business operates.





## 5. CASE STUDIES: Real Success Stories of High-Level Customisation

### Financial Sector – Executive Media Training

- **Objective:** Enhance communication skills for senior executives in high-stakes media engagements.
- **Solution:** Delivered bespoke one-on-one training, including mock interviews and role-playing, tailored to each executive's style and needs.
- **Outcome:** Improved confidence and clarity in media interactions, reinforcing the institution's leadership positioning.

### Government-Related Sector – Organisational Communications

- **Objective:** Reframe organisational communication by emphasizing its role in shaping the organisation's identity.
- **Solution:** Interactive workshops and case studies focusing on internal and external communication dynamics, digital integration, and best practices.
- **Outcome:** Participants gained advanced communication skills, fostering a deeper understanding of communication's constitutive role within the organisation.

### Government Agency – Strategic Communications Training

- **Objective:** Equip a communications team with advanced media handling skills to support strategic initiatives.
- **Solution:** Comprehensive training, including modules tailored to its stakeholders, ensuring alignment with the agency's mission.
- **Outcome:** The team became more effective in managing media engagements and crafting communication strategies to amplify strategic initiatives.

### Government Sector – Annual Report Writing Training

- **Objective:** Improve the quality and strategic focus of annual report writing.
- **Solution:** A programme that emphasized strategic communication, regulatory standards, and differentiation in reporting, tailored to the specific needs of a government entity.
- **Outcome:** Participants gained enhanced competencies in report writing, aligning their output with best practices while showcasing the organisation's vision and achievements.



### Our Approach

High-level, one-on-one training that's customised to meet the specific communication and leadership needs of your executives.





## 6. OUR APPROACH

- **Consultation:** We begin with an in-depth consultation to understand your organisation's challenges and goals.
- **Customisation:** We design a tailored training programme that directly addresses those needs, from content to format.
- **Delivery:** Whether in-person or virtual, our experienced trainers deliver engaging, hands-on training sessions.
- **Post-Training Support:** We provide follow-up resources and support to ensure that the impact of the training continues long after the session ends.

### Your Goals, Our Expertise

At FineTouch, we craft every training session with your organisation's strategic objectives in mind. Let's collaborate to create a solution that fits your vision.



## 7. HOW WE WORK WITH YOU

At FineTouch, we don't believe in rigid schedules. We understand that every organisation operates differently, which is why we offer fully flexible training timelines. Whether you need a one-off intensive session or a longer-term development programme, we work with your team to find the best timing and format.

Let us tailor a training schedule that works around your operational needs and goals.



No fixed schedules. No rigid structures. Just flexible, tailored solutions that work around your team's needs and goals.



## FineTouch Training Programmes 2025 – Quarterly Guide

At FineTouch, we understand that every organisation's needs are unique. Our quarterly guide highlights key focus areas that reflect emerging trends and market demands. These themes serve as a starting point, with all programmes fully customisable to suit your organisation's specific goals and challenges.

### Q1 – Leadership Development & Strategic Communication

FineTouch kicks off the year with a focus on leadership and strategic communication, preparing your teams for the challenges ahead.

#### **Key Offerings:**

- Executive Leadership Coaching (One-on-One)
- Strategic Communication for Senior Leaders
- Public Speaking and Stakeholder Engagement

*Ideal for: Senior executives, team leaders, and communication officers looking to enhance their strategic and leadership capabilities.*

### Q2 – Advanced Media Handling & Crisis Management

As media dynamics evolve, mastering communication under pressure is critical. This quarter, we focus on preparing organisations for high-stakes media engagements and crisis management.

#### **Key Offerings:**

- Advanced Media Handling for C-Suites
- Crisis Communication Planning and Response
- Managing Media Relations during Crises

*Ideal for: C-Suite executives, crisis response teams, and communication departments handling media engagements.*

### Q3 – Organisational Communication & Digital Transformation

In Q3, we shift to the evolving landscape of organisational communication and the integration of digital tools to enhance internal and external messaging.

#### **Key Offerings:**

- Organisational Communication: Internal & External Dynamics
- Digital Transformation in Communication
- Leveraging Social Media for Organisational Growth

*Ideal for: Internal communication teams, HR leaders, and organisations undergoing digital transformation or expanding their digital presence.*

### Q4 – ESG Communication & Executive Training

With the growing importance of sustainability, Q4 focuses on Environmental, Social, and Governance (ESG) communication strategies alongside targeted executive training programmes.

#### **Key Offerings:**

- ESG Communication for Sustainability Leaders
- Communicating Corporate Social Responsibility (CSR)
- Executive Training programmes: Leadership in the ESG Era

*Ideal for: Sustainability leaders, corporate communication teams, and executives involved in CSR and ESG initiatives.*

Each quarter highlights key areas that are essential for business growth, but every training session remains tailored to your specific needs. Whether you want a short workshop or a longer-term development programme, we'll work with you to create a solution that fits your organisation's schedule and goals.





# GALLERY





## TRAINERS



**Faizal Zakaria**

Veteran Journalist  
and Media Trainer



**Eliza Mohamed**

Strategic  
Communications  
and Corporate Affairs  
Specialist



**Asmad Putra**

Corporate Reporting  
and Brand Management  
Specialist



**Zasman Asna**

Public Relations and  
Crisis Management  
Specialist



**Hamidah Ibrahim**

Corporate  
Communications  
Strategist

## Our Valued Partners




**BANK NEGARA MALAYSIA**  
CENTRAL BANK OF MALAYSIA





## NEXT STEPS

A woman in a white shirt is seen from the back, holding a tablet. The background is a blurred audience of people sitting at tables in a conference or training room.

### Explore your tailored training solutions

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*Contact us today to schedule a consultation and design a programme that perfectly aligns with your organisation's vision.*