

A photograph of two men in conversation, overlaid with a red tint. The man on the left is seen in profile, wearing glasses and holding a pen to his chin. The man on the right is facing him, wearing a checkered shirt. The background is a blurred indoor setting.

# LEADERSHIP, PEOPLE & CULTURE DEVELOPMENT

HAQUE CENTRE OF ACTING & CREATIVITY

# OUR BACKGROUND

Haque Centre of Acting & Creativity (HCAC), is Singapore's first professional acting studio for everyone and Asia's first centre to teach the Haque Method and the preeminent Lee Strasberg's method of acting.

Founded in 2013 by Kamil Haque, the studio has a community of over 10,000 adult alumni, many of whom have appeared in major Hollywood films, stage productions, television shows and national commercials around the world. HCAC provides private coaching and group workshops to anyone regardless of their background, experience or objectives. HCAC also works closely with local and international schools with programs for kids and teenagers structured around the performing arts.

HCAC also takes theatre into the workplace with its corporate training programs. We have worked with more than 50 of the biggest brands, Fortune 500 companies, government organizations and NGOs to tap on their innate creative talents and trained thousands of executives to succeed in the corporate world.

*“Acting enhances self-awareness of both the body and mind. It teaches corporate executives to confidently express their ideas, resulting in more authentic leadership and higher levels of workplace engagement.”*

*Kamil Haque  
Artistic Director*



## Acting Unlocks the Power of Authentic Communication

Acting is not pretending. It's portraying a character as honestly as possible to effectively communicate their story.

Acting develops your self-awareness and sensitivity to others by honing your creativity, communication, empathy, confidence, collaboration, and focus.

Success for a leader on stage, in life, or in business depends on authentic communication- one who can aspire, advocate and activate.

Authentic and effective communication in your personal and professional life needs you to play your most challenging role yet: the best version of yourself.



# OUR CORPORATE CLIENTS





# WHY ACTOR TRAINING?

## BOOST YOUR CONFIDENCE



Overcome stage fright  
and deliver persuasive  
presentations

## PRESERVE YOUR AUTHENTICITY



Know yourself and be a confident  
advocate for your ideas

## FOSTER TEAM SPIRIT



Strengthen corporate  
identity through  
collaborations

## IMPROVE YOUR PRESENCE



Speak with distinction  
and make a mark  
wherever you go

## RAISE YOUR SELF-AWARENESS



Learn your strengths and  
weaknesses to improve your  
productivity



# WE TAKE THEATRE INTO THE WORKPLACE



## **THEATRE IS SELF-DISCOVERY**

Inspire physical, mental and  
emotional mindfulness



## **THEATRE IS RESONANCE**

Practice collaborative thinking  
building on Individual expertise



## **THEATRE IS RESPONSE**

Solve problems with  
unconventional solutions



## **THEATRE IS ADVOCACY**

Affirm the value and  
purpose of your role



## **THEATRE IS EMPATHY**

Convey ideas clearly and give  
constructive feedback



# OUR CORPORATE WORKSHOPS – IN PERSON WORKSHOPS



## **CORPORATE CHARACTERS: All The World's A Stage**

**Roleplaying is how empower social competency**

- Real-work' scenarios in a safe environment
- Confidence to build off of your unique skills
- Read the situation and adapt your response to address your audience
- Solve professional problems like a pro!



## **CORPORATE CONFIDENCE: The Art & Act Of Storytelling & Pitching**

**Storytelling is at the heart of every form of persuasion**

- Level up your presentation and pitching skills
- Engage your audience with your voice and body
- Develop frameworks to suit your clients and colleagues
- Break the monotony of Powerpoint presentations!



# OUR CORPORATE WORKSHOPS – IN PERSON GROUP WORKSHOPS



## **CORPORATE CREATIVITY:** **Adaptability in the Workplace**

**Improvisation is the magical process of turning mistakes into masterpieces**

- Improve leadership skills and responsiveness to uncertain situations
- Develop crisis management skills
- Stay focused under pressure
- Think outside the box, on your feet, in the moment



## **CORPORATE COLLABORATION:** **One For All!**

**Bring out the cross-functional player in you**

- Celebrate people of different working styles and personalities
- Build bonds of trust among your colleagues
- Learn to give constructive and supportive feedback
- Destress and free your thoughts in a safe and non-judgemental space!





# OUR CORPORATE WORKSHOPS – IN PERSON GROUP WORKSHOPS



**CORPORATE CADENCE:**  
**Speak with Distinction**  
One voice can start an avalanche

- Enhance communication skills
- Refine control, tone, and projection of the voice
- Reduce vocal strain
- Encourage a more pleasant, confident speaking voice



**CORPORATE COACHING:**  
**Cultivating Champions**  
Effective leadership is really activism

- One-on-one private sessions with a facilitator
- Project leadership through verbal & non-verbal cues
- Master the art of adaptable persuasion
- Customize a method of preparation that works for you
- Learn how to inspire others to aspire



# OUR CORPORATE WORKSHOPS – VIRTUAL WORKSHOPS



1. **Cyber Collaboration:  
Remote Teambuilding**
2. **Improvisation:  
The 5 Golden Rules**
3. **Creative Storytelling:  
Finding your 'How' and 'Why'**

**We provide three unique virtual ways to connect with co-workers by providing diverse techniques for engagement in our highly interactive sessions that are rooted in our in-person workshop syllabus but adapted for the online format.**



# WHY AUTHENTICITY IS GOOD BUSINESS

In the age of post-pandemic remote work and now the rise of AI, leaders and employees need to future-proof themselves.

*"Inauthenticity is a kind of shield that we put up to protect ourselves from others. But in the workplace, it can hinder our ability to connect and collaborate with others."  
Janine Garner, Business Mentor, Professional Speaker, Author*



## **The 5 C's of Essential Skills for the 21st Century Workplace**

*Creativity. Communication. Collaboration.  
Critical Thinking. Compassion.*

5 core skills that actors are trained in to cultivate authentic performances.



# WHY AUTHENTICITY IS GOOD BUSINESS

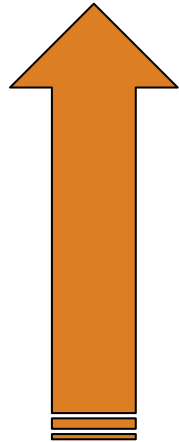
According to the *Harvard Business Review*

**Authenticity** in the workplace = more **Trust** among colleagues

**Authentic Leaders** = more **Effective** business.

*"Authenticity is the key to building strong relationships with clients, colleagues, and employees. Being true to yourself and your values creates a culture of trust and respect that leads to success."*

*Howard Schultz, CEO Starbucks*

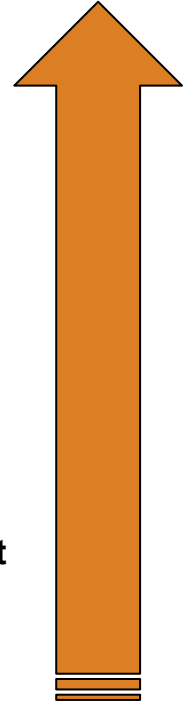


**50%**  
Higher  
Productivity

**13%**  
Fewer  
Sick Days



**76%**  
Higher  
Engagement





Be A More Effective Leader.  
Step Into The Spotlight. It's Time.



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SCAN ME

