

Power Success Training Launches “Magnetic Communication” — A Transformational Program Founded by Dechen Lau

Created by digital marketing expert Dechen Lau, the new “Magnetic Communication” program empowers professionals and leaders to communicate with purpose, clarity and authentic influence.



Puchong, Selangor Nov 1, 2025 ([IssueWire.com](https://www.issuewire.com)) - In an era where attention is fleeting and connection determines success, **Power Success Training** proudly announces the launch of “**Magnetic Communication**”, a breakthrough training program founded by **Dechen Lau** — a digital marketing veteran and communication strategist with more than 20 years of experience.

“Magnetic Communication” is designed to help individuals and teams transform their communication from transactional to *transformational*. The program focuses on aligning message, mindset and presence — empowering participants to speak with confidence, authenticity and lasting impact.

“Magnetic Communication isn’t just about what you say — it’s about *how* you connect,” said **Dechen Lau**, Founder of the program and Director of Power Success Training. “When you speak with authenticity and alignment, people don’t just hear you — they *feel* you.”

Problem in the Market

Many professionals and organisations struggle to express ideas that truly engage their audience. They face challenges such as:

- Presentations that inform but don’t inspire;
- Communication gaps that weaken team alignment;
- Marketing messages that fail to convert attention into action.

Without magnetic communication, even great ideas fail to move people.

Solution — The Magnetic Communication Framework

The *Magnetic Communication* program offers participants a proven roadmap to master influence through clear, connected and confident communication.

Participants will learn to:

- Craft messages that resonate deeply and inspire trust.
- Project confidence through voice, energy and non-verbal cues.
- Align personal authenticity with professional communication goals.
- Turn every interaction into an opportunity for connection and conversion.

Modules include:

- *The Psychology of Connection*
- *Building Magnetic Presence*
- *Voice, Energy & Non-Verbal Mastery*
- *Communicating for Influence & Conversion*

The program is available in half-day, full-day, and corporate formats for business leaders, entrepreneurs, trainers and communication professionals.

Why It Matters

As AI and digital automation reshape industries, human connection has become the ultimate differentiator. Those who master authentic, magnetic communication not only stand out — they inspire,

lead and create impact.

Through this new program, Dechen Lau and Power Success Training aim to raise a new generation of communicators who lead with presence, connect with purpose, and influence with integrity.

Call to Action

Enrollment for **Magnetic Communication** is now open.

Professionals and organisations ready to elevate their communication are invited to visit:

<https://powersuccesstraining.com/magnetic-communication>

Spaces are limited for this inaugural launch program. Early registration is highly encouraged.

About Dechen Lau

Dechen Lau is the Founder of *Magnetic Communication* and Director of *Power Success Training*. With over two decades of expertise in digital marketing and business strategy, he has trained thousands of professionals to communicate, market and lead with authenticity and impact.

Learn more: <https://powersuccesstraining.com/dechen-lau>

About Power Success Training

Based in Malaysia, **Power Success Training** delivers high-impact programmes in leadership, communication and personal growth. Their mission is to help people unlock their full potential and achieve sustainable success through transformative training experiences.

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