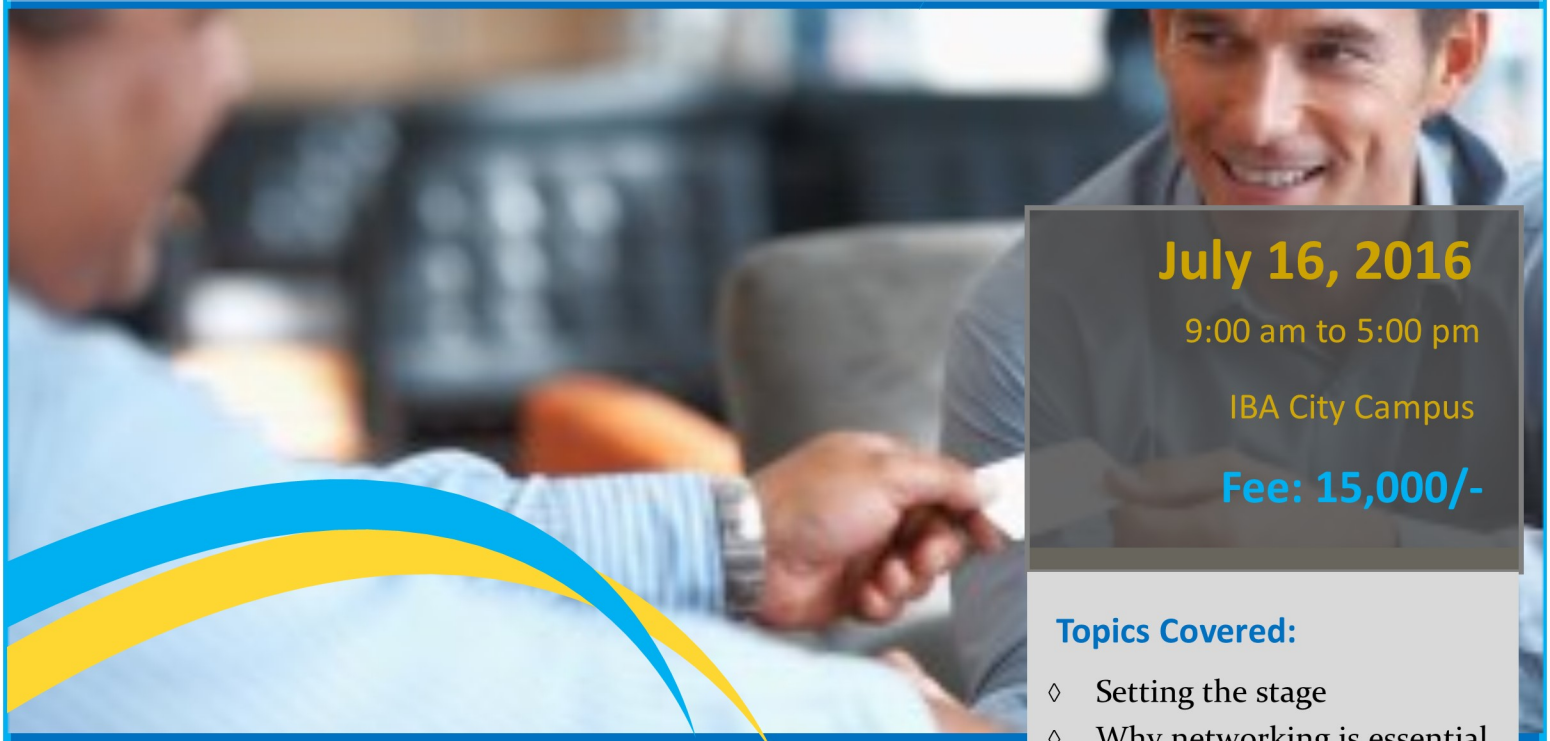
Institute of Business Administration Karachi
Leadership and Ideas for Tomorrow

IBA CEE
Center for Executive Education
Institute of Business Administration

Workshop on

Networking Skills that Work

Broadening the Profitable Interactions



July 16, 2016

9:00 am to 5:00 pm

IBA City Campus

Fee: 15,000/-

Program at a Glance

Good networking skills are vital in today's world of work.

- Successful managers spend 40% of their time networking
- Networking provides 80% more results than other forms of networking
- Over 65% of jobs are sourced through networking

Many leaders in industry and business come from a non-business and a non-marketing environment and often do not realize the power and the deep concept of networking.

This programme gives participants the essential nuggets to develop and use core networking skills, which is an invaluable asset to any business or individual.

This is one of the most efficient ways through which it can have an extensive rippling effect on your personality and/or business.

Topics Covered:

- ◊ Setting the stage
- ◊ Why networking is essential
- ◊ Knowing and implementing
- ◊ Having a networking script
- ◊ Developing rapport & the Likeability factor
- ◊ Strong ties & weak ties – which are stronger
- ◊ Working the room
- ◊ Identifying a good referral partner
- ◊ Generating referrals and asking for referrals
- ◊ Achieving your referral goals
- ◊ Asking with a fun exercise
- ◊ Motivating your referrals
- ◊ Next steps – Your networking strategy

Skills Development Program

Adding Skills to Experience

Trainer's Profile

Abdul Sami

The Facilitator is a certified trainer and a learning expert of the ark of networking and has a diverse experience ranging from change management, professional counselling and advisory matters. He is also an excellent speaker, researcher and management consultant. His area of interest includes resolving difficult situations, conflict management, people management and personal branding.

Sami has a passion for empowering people to take control and action through learning. His programmes are exciting and energy charged while being results orientated. He has been working with both National and International organizations as a General Secretary and Lead Facilitator since 1999. He is also a Member of Citizens Foundation Pakistan, and a member Board of Directors and General Secretary of one of the Rotary Sponsored Clubs in Karachi. He is currently working with a large multinational as an Advisor.

Who Should Attend?

- Industry professionals who need to enhance their networking skills, motivation or mindset.
- Individuals who need to learn networking behaviors.
- Marketing / Sales professionals wanting to leverage potential business opportunities without selling.
- Young managers wanting to learn the effectiveness of business networking

For Queries & information

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Executive

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Registration form & Fee Voucher are available at our website: **http://cee.iba.edu.pk/BEnSDP.shtml.**

Fee is to be deposited in cash / pay order in any branch of FAYSAL BANK Ltd., A/C No. 110-2162113-006.

No fee will be accepted in cash/cheque at our office.

For Registrations

Skills Development Programs

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