Power Talking

POWERFUL COMMUNICATION TO LEAD

A unique 12 hours course for professionals who face difficulty in communicating fluently.

Topics Covered:

“Effective communication is 20% what you know and 80% how you feel about what you know.” — Jim Rohn

- Ingredients of communication leadership
- Projecting credibility, confidence and charisma
- Building instant rapport and energy
- Crafting coherent communication
- Creating memory hooks and use of space anchorage
- Overcoming speech anxiety
- Powerful body talk to influence and lead

Date: October 3-24, 2015
(Every Saturday)
Timings: 3:00 pm to 6:00 pm
Venue: IBA City Campus
Training Investment: PKR 15,000/-

This course will build your confidence by giving you opportunities to practice your speaking skills
**TRAINER:**

Aysha Anas Iftikhar has an established track record of training design and delivery and brings quality content and high energy to her workshops. The innovative design of her workshops emphasize experiential learning.

Aysha is a gold medalist and position holder from the Institute of Business Administration (IBA). She has taught diverse courses to both undergraduate and graduate students and supervised over 200+ research projects at the graduate level at the Institute of Business Administration (IBA), Karachi. She has published research papers to her credit and has received intensive training sponsored by the HEC.

A few of her clients include Higher Education Commission (HEC), Federal Bureau of Revenue (FBR), Small and Medium Enterprise Authority (SMEDA), Organization of Islamic Countries (OIC), SAMI Pharmaceuticals etc.

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**Who should attend?**

- Junior & Mid-career executives who want to improve fluency in communicating in English Language.
- Executives whose tasks involves meeting clients & giving presentations
- Sales executives
- Medical representatives
- Spokesperson
- Protocol officers
- Front desk executives & Supervisors
- Customer service representatives
- Teachers
- Students who intend to start their professional education soon.

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The current shortage of talent with the aptitude to speak, write, present, sell & service customers in English has become a high performance dilemma for individual companies, and even countries.”

——Mahesh Ram, GlobalEnglish CEO

**For queries & information:**

**Sumera Muhammad**
Manager, Skills Development Programs
Center for Executive Education
Institute of Business Administration
Ph.: 021-38104700-01 Ext: 1801 & 1541
Fax: 021-38103008
Email: smuhammad@iba.edu.pk , BESDP@iba.edu.pk;

**Mirza Irshad Ali Baig**
Executive, Center for Executive Education
Ph.: 021-38104700-01 Ext: 1811 & 1541
Email: mibaig@iba.edu.pk , BESDP@iba.edu.pk;
Website: http://cee.iba.edu.pk/BEnSDP.shtml

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**IBA CEE** Center for Executive Education Institute of Business Administration

**Skills Development Program**
Adding Skills to Experience

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