



Managerial Communication Strategies for Success



May 19 & 20, 2025



City Campus, IBA Karachi



Program Overview

The Managerial Communication Strategies workshop equips participants with the skills and guided practice necessary to master fundamental concepts in corporate communication and professional interactions. Special emphasis is placed on influencing action in the workplace by leading more effectively through well-organized and well-executed business communication strategies. The workshop also focuses on relevant writing and presentation techniques, as well as developing a strong personal brand.

Course Outline

Introduction to Personal Development

- Self-Assessment: Identifying your strengths and skills
- Personal Branding: Its advantages in personal and professional lives
- Professional Development: A mix of how you present yourself and how others see you.

Organizational Skills

- Effective Leadership for Results
- Team Work and Synergy
- Readiness For Change

Communicating in Person

- Making a Great First Impression
- How to be a More Engaging Speaker
- Learning to Connect With Others One-On-One
- Body Language: Understanding Non-Verbal Communication

Personal Skills

- Planning and Organizing
- Setting Personal and Professional Goals
- Time and Stress Management
- Personal Motivation
- Coordination, Communication and Controlling
- Effective Listening and Feedback
- Creativity and Innovation

Effective Presentations

- The Presentation Planning Checklist
- Managing Presentation Fear
- Crafting an Elevator Pitch

Skills that Matter at Work

- Communication skills
- Interpersonal skills
- Decision making skills
- Independent working
- Critical thinking





PROGRAM LEARNING OUTCOMES

- Explore the concept of influence and how leaders can leverage it
- Master the communication styles that effective leaders practice
- Review organizational communication that occurs in professional roles
- Understand the importance of networking and its impact on personal goals
- Empower professionals to build value-added partnerships
- Learn best practices for effectively communicating in written and verbal formats
- Build confidence by making a positive impression and projecting a powerful professional image
- Expand networks to maximize resources, enhance careers, and foster creativity and innovation

Trainers Profile



Nadia Sayeed

Visiting Faculty,
IBA Karachi



Who Should Attend?

- Senior and middle level business professionals
- Managers and engineers
- Sales and marketing executives
- Administrative and support staff
- Professionals who want to advance their career through effective communication strategies

Fee Structure

PKR 90,000/- (plus 5% SST)



For Registration

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Contact Us



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