IBA CEE Center for Executive Education
Institute of Business Administration

Advance Communication Skills

Workshop on Managerial Communication Strategies for Success

FEEDBACK RATING'

Program 4.5/5
Faculty 4.4/5

February 9 & 10, 2021
9:00 am to 3:00 pm
Venue: CEE@IBA, Karachi

OVERVIEW

Gain confidence in discussing business related topics by mastering "The You Attitude" whether its marketing, sales, advertising, globalization, finances and information technology by learning key communication skills such as how to give presentations, express opinions articulately, address customer complaints and handle tough Q&A sessions.

It is all about effective communication in both internal and external business environment.

PARTICIPANTS PROFILE

- Senior & Middle level Business professionals
- Managers, Engineers
- Sales & marketing professionals
- Administrative and support staff, or
- Anyone who wants to advance his/her career through better communications.

IBA Institute of Business Administration Karachi
Leadership and Ideas for Tomorrow

*** Based on Kirkpatrick Level 1 feedback**

cee.iba.edu.pk

FACULTY

NADIA SAYEED

A business person by education, with an MBA degree from IBA, Nadia Sayeed has been a faculty for the last twenty years in the Department of Management and Social Sciences at IBA. Over the years, she has also made her mark in the field of training by interacting with a diverse set of audiences on a variety of subjects.

Her expertise is business and managerial communication, both written and verbal, as well as personal grooming, professional development and leadership skills. She designs her programs to meet the needs of the audience. She is able to create an atmosphere where others feel capable and empowered to lead successful personal and professional lives.

From the public sector to NGOs from Multinational FMCGs to local banks, she has had an exposure to a variety of training situations.

Her training experiences include clients such as Unilever, Pakistan Mortgage and Refinancing Company (PMRC), State Bank of Pakistan, Habib Bank Pakistan Ltd, Engro Corporation Ltd, Bank Alfalah Ltd, Shell Pakistan Ltd, Novartis Pakistan, GlaxoSmithKline Pakistan, Getz Pharma (PVT) Limited, Siemens Pakistan, Century Paper and Board Mills, Centegy Technologies, 1 Link Limited, Chevron Pakistan Lubricants (Pvt) Ltd, Martin Dow, Sind Revenue Board, The Australian Awards Program."

TOPICS COVERED

The key objectives for this interactive workshop cover the following topics:

Communication: A Survival Skill

Getting Over the Fear Factor

The Seven C's of Effective Communication

Effective Communication in Business

Business Communication & the Global Context

Group Communication

Non-Verbal Communication

Image Management

Workshop Fees PKR 40,000/- per participant + 5% SST

Inclusive of Course material IBA Workshop Certificate Lunch Refreshments & Business networking

Experience
EXECUTIVE
EDUCATION
Centre for Executive Education, IBA, Karachi

Center for Executive Education (CEE)
Institute of Business Administration City Campus.
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