

# MANAGERIAL COMMUNICATION STRATEGIES FOR SUCCESS



## WHO SHOULD ATTEND

- . Senior & mid level
- . Managers and engineers
- . Sales and marketing executives
- . Administrative and support staff
- . Professionals who want to advance their career through effective communication strategies



## VENUE

NIBAF, Islamabad

## INVESTMENT

75,000 +5% SST



# OVERVIEW

The Managerial Communications Strategies workshop provides participants with the skills and guided practice necessary to master fundamental concepts in corporate communication and professional interactions. A special emphasis is placed on influencing action in the workplace by leading more effectively through well-organized and successfully-executed business communication strategies; with relevant writing and presenting mechanics and developing a strong personal brand.



# LEARNING OUTCOMES

- . Explore the concept of influence and how leaders can leverage it.
- . Master the communication styles that 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 to project a powerful professional image.
- . Expand the network to maximize resources, enhance careers and foster creativity and innovation.





# TOPICS COVERED

## 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.

## Skills that Matter at Work

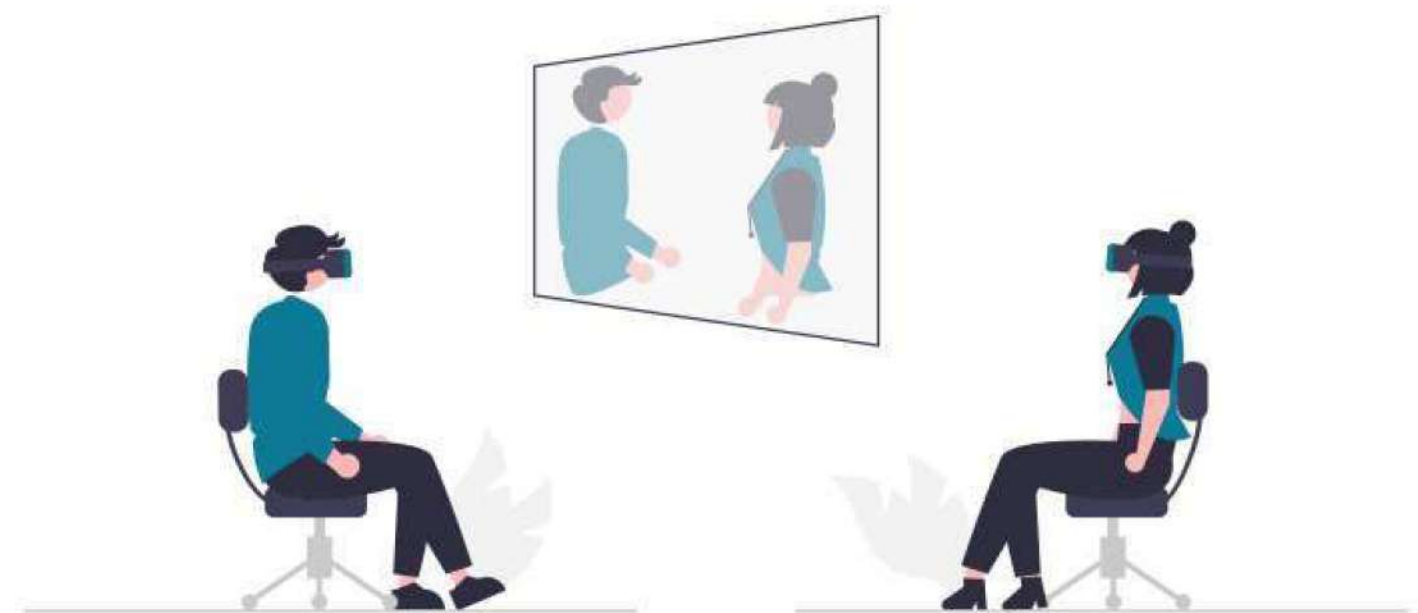
Communication skills

Interpersonal skills

Decision making skills

Independent working

Critical thinking



## Personal Skills

Planning and Organizing

Setting Personal and Professional Goals

Time and Stress Management

Personal Motivation

Coordination, Communication and Controlling

Effective Listening and Feedback

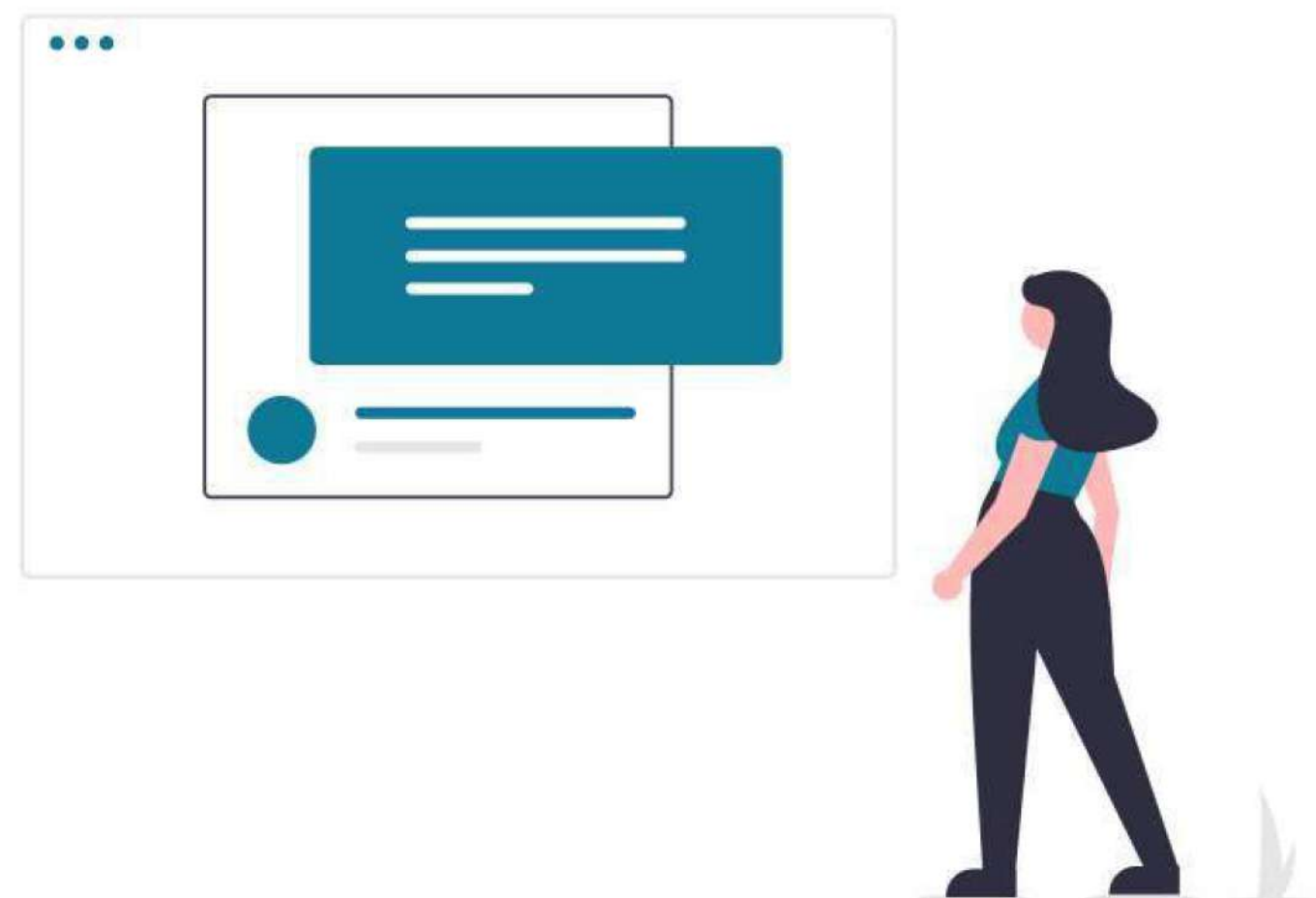
Creativity and Innovation

## 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

## Effective Presentations

The Presentation Planning Checklist

Managing Presentation Fear

Crafting an Elevator Pitch



# TRAINERS PROFILE

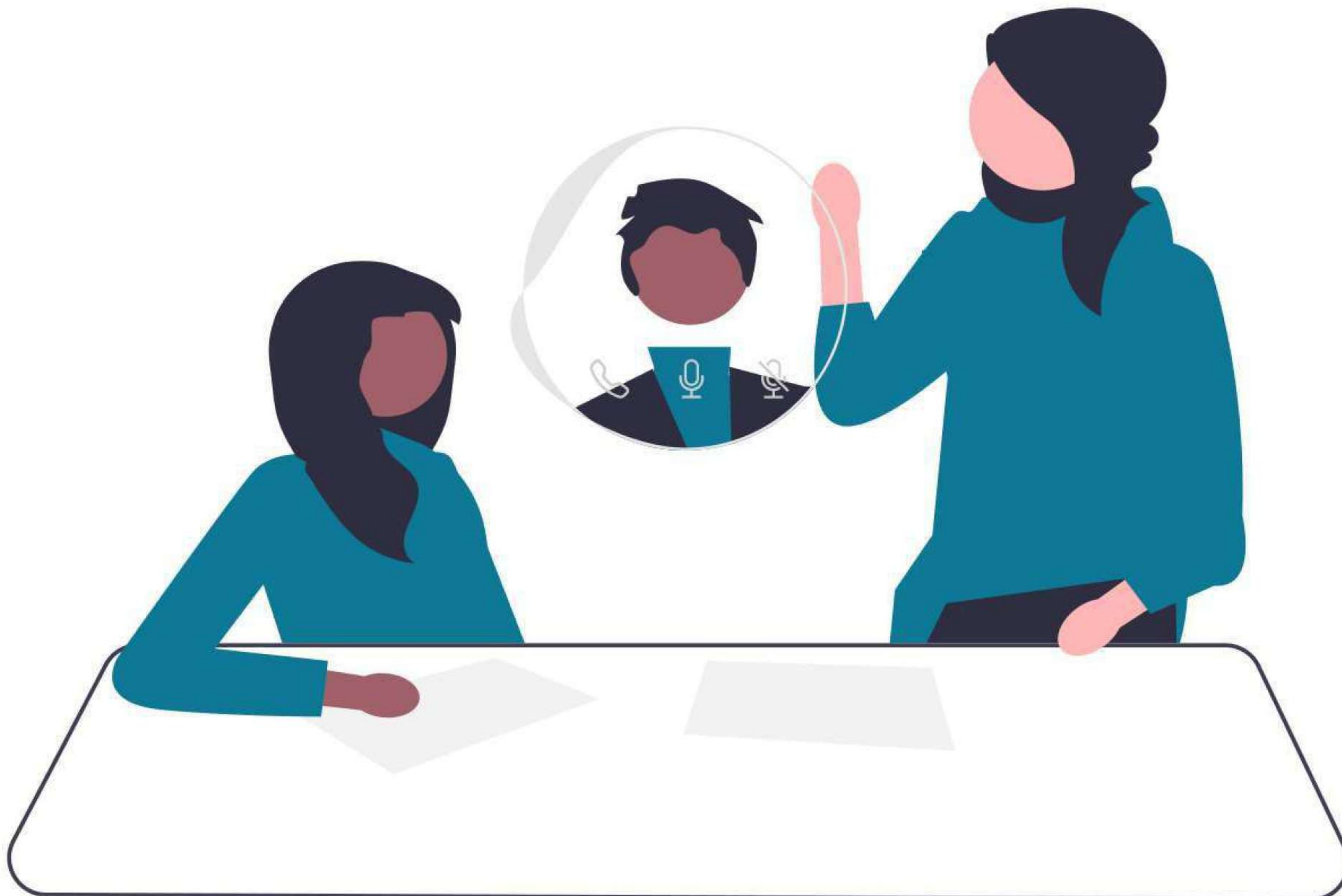


## Ms. Nadia Sayeed

*Visiting Faculty, IBA Karachi*

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. As a corporate trainer she has many years of experience as a training and development consultant for many organizations across various corporate and social sectors.

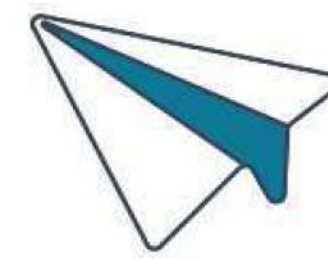
Her expertise is business and managerial communication, both written and verbal, as well as personal grooming, professional development and leadership. She designs her programs to meet the needs of the audience. She is able to create an atmosphere where others feel capable and empowered to lead successful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







# HEY



## DISCOUNT POLICY

10% for 2 or more participants & 15% for 5 or more participants from the same organization

## CONTACT US



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## PROGRAM & POLICIES

Registrations are only confirmed when full payment has been received from a participant. For a detailed cancellation policy, please visit: <https://cee.iba.edu.pk/cancellation-policy.php> The Institute may cancel or postpone a program due to insufficient enrolment or unforeseen circumstances. In this case, the institute will refund registration fee, but will not be responsible for any other related expenses including cancellation/change charges by airline and travel agencies. The Institute reserves the right to make changes in its program dates, faculty, policies, and fees at any time. Payment can be made via cheque/bank draft payable to the "Institute of Business Administration, Karachi."