



Masterclass:

Managerial Communication Strategies for Success



December 5 & 6, 2024



NIBAF, Islamabad

Program 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 through well-organized and successfully executed business communication strategies; with relevant writing and presenting mechanics and developing a strong personal brand.

Learning Outcomes

By the end of this workshop, participants will be equipped to:

- Identify and develop their professional leadership persona.
- Learn effective communication styles.
- Chalk their professional path.
- Build and leverage their networks
- Manage teams effectively



Management is the **opportunity** to help people become **better people.** — Clayton Christenson
(American academic and business professional)

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.

Organizational Skills

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

Skills that Matter at Work

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

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 Presentation

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



30,000+
Participants Trained



16,00+
Training since 2009



225+
Companies



80+
Trainers

Investment

PKR 75,000 + 5% tax

Residential Fee: 15,000 / night

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



Nadia Sayeed

Visiting Faculty, IBA Karachi

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Center for Executive Education, IBA Karachi
Mailing Address: City Campus, IBA Karachi, Plot # 68 & 88
Garden / Kayani Shaheed Road, Karachi - 74400



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