





Masterclass:

### Managerial Communication Strategies for Success





## 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



30,000+ Participants Trained



**16,00+**Training since 2009



225+
Companies



80+
Trainers

#### **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 Presntation**

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

## 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

For detailed profile please visit website *cee.iba.edu.pk/faculty* 

# Our on-demand courses at a glance



SEAMLESS REGISTRATION PROCESS



**TRAINING** 



EXPERIENTIAL TRAINING



8 - 10 HOUR TIME COMMITMENT



CERTIFICATE OF COMPLETION



BUSINESS NETWORKING



#### Register now



© 021-38104701, Ext: 1809, 1812, 1828 (Karachi), 1827 (Islamabad)

□ ceeinfo@iba.edu.pk
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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

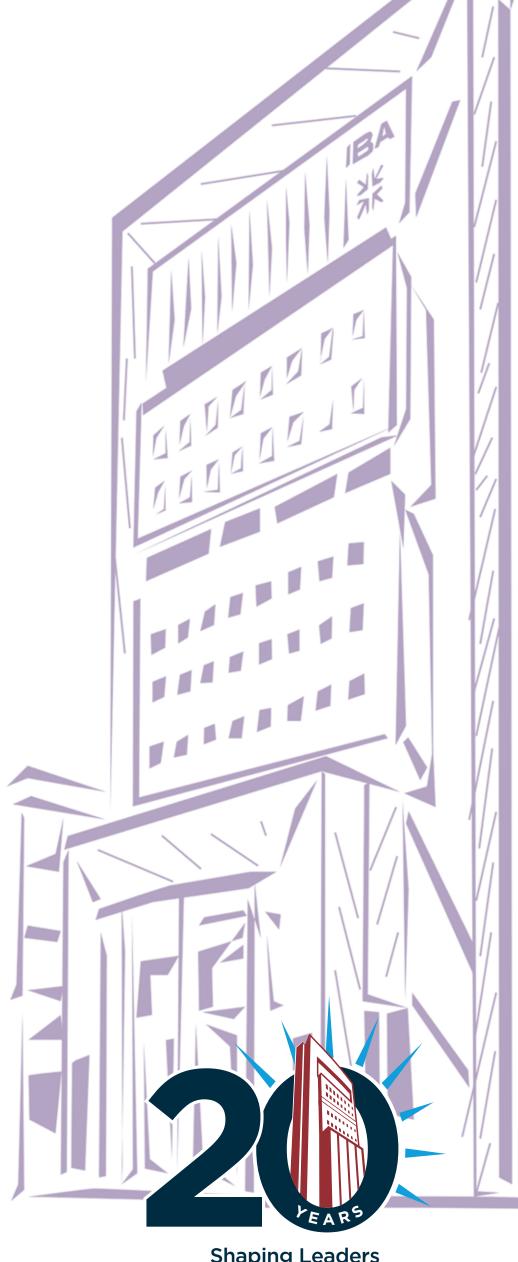












Shaping Leaders
Empowering Organizations