

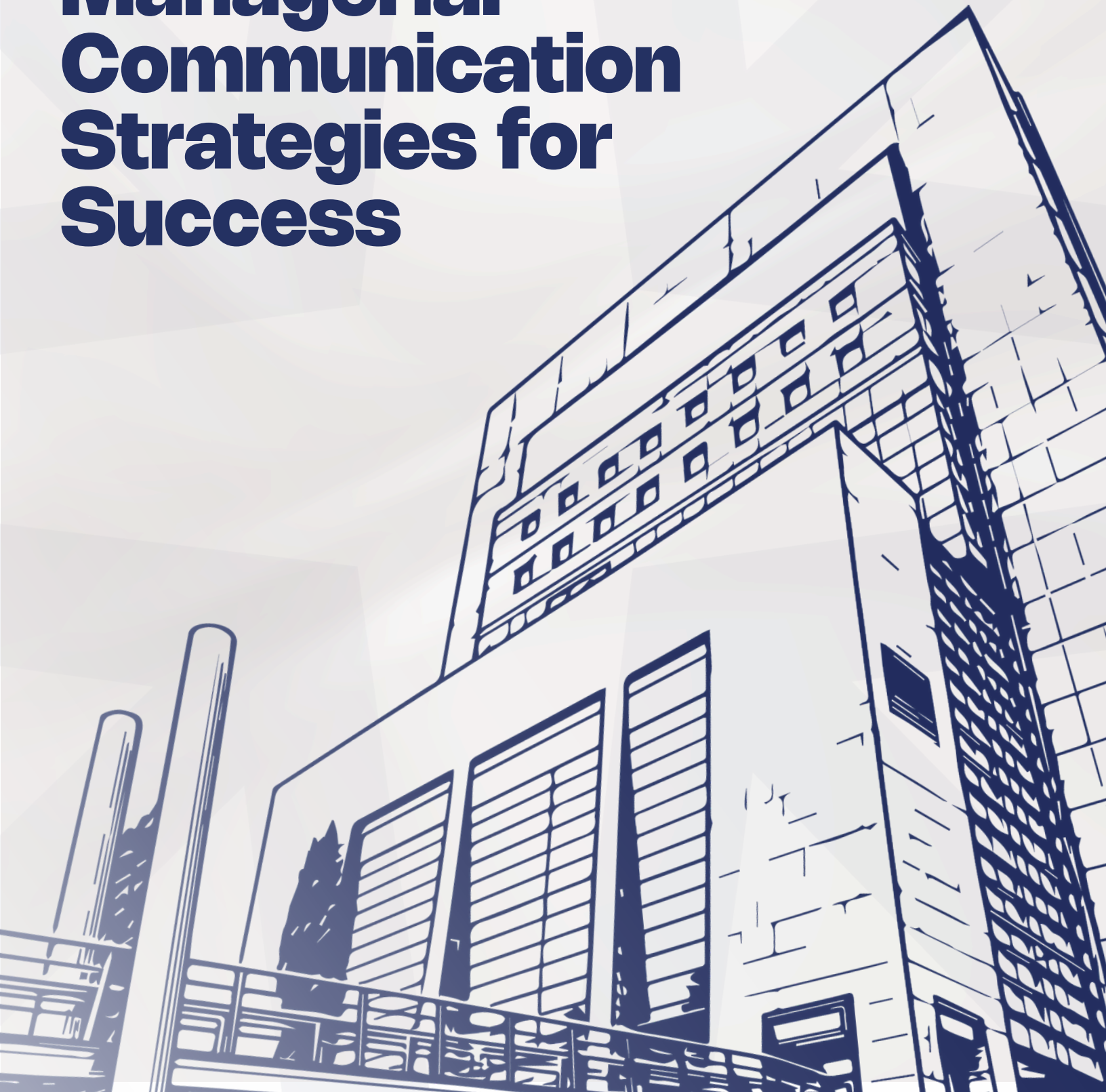


Leadership • Excellence • Impact



Center for Executive Education

Managerial Communication Strategies for Success



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

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 Development

- 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

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

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.

TRAINER'S PROFILE



NADIA SAYEED

Visiting Faculty, IBA Karachi

Ms. Nadia Sayeed is a leadership and communication expert with over 26 years of experience in academia, executive development, and corporate training. A long-standing Visiting Faculty Member at IBA Karachi, she leads the Personal Effectiveness and Leadership Program, delivering workshops on communication, leadership, and career development. Her expertise includes transformational leadership, presentation skills, workplace communication, and executive coaching. She has also held professional roles at Citibank Pakistan and ICI Pakistan, bringing valuable industry experience to her training.

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 3% SST)



ceeinfo@iba.edu.pk



Ext: 1809, 1812



cee.iba.edu.pk

Main Campus

University Enclave, University Road,
Karachi - 75270 Pakistan
Phone : +92-(21) 3810-4700

City Campus

Plot # 68 & 88 Garden / Kiyani
Shaheed Road, Karachi - 74400 Pakistan
Phone : +92-(21) 3810-4701



+92 21 111 422 422



www.iba.edu.pk



ibakhiofficial