

Effective Communication Strategies for Professionals

About the program: Communication is a crucial factor in business relations. In the business world today, good communication is important for the daily operation of the company; it can also affect organizational performance at the same time. Communication skills are necessary for the development of self-advocacy and self-determination which in turn are important skills for lifelong success. Business professionals spend about seventy percent (70%) of their time communicating and have to say the right things at the right time, at the right place when dealing with peers, superiors, subordinates, customers, stakeholders, media and sometimes even with competitors. It has been proved time and again that individuals who understand the communication process will blossom into more effective leaders and will have an upper hand in becoming successful. To that end, this program offers opportunities for professionals to practice communicating their strengths and assets while learning how to minimize any perceived barriers in their communication.

Objectives:

To help participants understand the importance of effective communication and hone their communication competencies to:

1. Communicate and explain venture related information
2. Communicate with agencies external to the venture
3. Communicate with the team members

Content:

- Effective Communication
- Public Speaking Skills
- Effective Presentation Skills
- Written Communication – Business Letters and E-Mails
- Importance of Non- Verbal Communication Skills in Businesses today
- The Role of Professional and Social Etiquette
- Cross Cultural Communication

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Methodology: The programme aims to provide writing, oral, and collaborative skills necessary for an individual to communicate effectively in an organization. Audio-visual aids, presentations, individual/group exercises, need based intervention with English Language-Lab and lecture-cum-discussions will be used appropriately.

Who may attend: Managers / executives who are engaged in challenging errands and are keen on enhancing the effectiveness of their communication. These may include functional heads, human resource professionals, general managers, as well as executives

-) Small & Medium sized organizations on a growth track
-) Entrepreneurs looking for new venture possibilities
-) Professionals involved in managing own businesses
-) Developmental Organizations addressing social issues

Expected outcome: At the end of the programs the participants are expected to :

-) Understand the importance of effective communication in Business
-) Develop a systematic and positive approach to business presentations.
-) Assess personal style and hone communication competencies that result in strategic, precise, persuasive, and motivating messages.
-) Return to work with an expanded gamut of skills

Resource Person: *Prof. Tushar S Banerjee*

Professor Tushar S Banerjee is a dedicated academician having expertise in blending innovative & instructional methods to facilitate learning. He possesses over eight years of work experience to his credit and has worked for leading corporate houses like Reckitt Benckiser and Indian Angel Network. He had been the proud recipient of "Faculty Excellence Award" within the very first year of his transition to academics. He has been instrumental in designing course curriculum for NUSSD Programme of the Tata Institute of Social Sciences. An eminent researcher, Professor Banerjee is having several research publications to his credit.

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Venue: FIIB Campus, New Delhi

Registration Details:

For details regarding registration process and other queries please contact our MDP cell at:

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