

# Excellence through Effective Business Communication for Top/Senior Management



*"The single biggest problem in communication is the illusion that it has taken place" – George Bernard Shaw*

## CONTEXT:

A leader's primary job is to influence people towards achieving the Organization's Vision. Research has established that leadership can be inculcated through certain training interventions and the most important ingredient of transformational leadership is Effective Communication. Effective Business Communication is fast becoming an area of Core competency for all Business Leaders. In Organizations, Effective Business Communication transforms the Employees more engaged and result oriented. Stress and Conflicts give way to Collaboration and Cooperation. Business Leaders rely heavily upon their Communication ability in persuading and motivating all stakeholders to produce the kind of results that are needed.

## OBJECTIVES

This workshop on "Excellence through Effective Business Communication" brings the awareness on Time tested Concepts and Skill sets critical to hone Communication competencies. This workshop focuses on the key components like Speaking with confidence, making and delivering winning presentations, listening actively, writing audience-centric positive and persuasive documents like reports, proposals, media communications, etc.

### Contents:

- The art and science of effective communication
- Interpersonal and group communication skills
- Active Listening and non-verbal Communication
- Communication Trends and Challenges in Corporate
- Leading Change and art of Kinesthetic speaking
- Inspirational Speech and Persuasion
- Cross Cultural Issues in Communication

### Target Audience:

- Business Leaders
- Top Executives and Senior Management
- HR Professionals
- Team Leaders
- Consultants and Trainers
- Doctors & Para Medics



## METHODOLOGY:

Workshop will follow a systematic approach to communication topics from basic skills and principles to more advanced strategies and techniques applied by Business leaders every day. With individualized coaching and constructive peer critique, the course content draws extensively on real-life experiences and focuses on case studies, discussions, inspiring films and practical application of communication skills. Besides helping the participants understand their communication profile, the course will also arm them with useful communication tips and tools such as worksheets, checklists and templates to help them implement what they have learned.

## FACULTY:



Dr. R L Raina, a Professor (Communication Group) at IIM, Lucknow has over 20 years of Managerial experience and 15 years of Post Graduate Teaching experience. He teaches courses in Communication for Management. His Research and training interests are in the areas of Business Communication, Corporate Communication, Media Relations and Cross Cultural Communication. As a Fulbright scholar, he went to the "School of Information Studies, Syracuse University, Syracuse, NY, USA" and successfully completed advanced Program on Automation and Networking. Research contributions of

Dr. Raina include 10 books, more than 200 papers in peer reviewed journals/conference-seminar proceedings. Dr. Raina is a frequent consultant for a wide range of clients and develops training programs on "Effective Communication, TQM, Marketing, IT and Human Relations.

**Date: 19<sup>th</sup> & 20<sup>th</sup> Feb 2015**

**Registration 9.00 AM to 9.30 AM**

**Sessions 9.30 AM to 5.30 PM**

**Venue: Hyatt Regency, Sahar Airport Road, Andheri East, Mumbai, Maharashtra 400099**

**Participation Fee: INR 30,000/- plus 12.36% Service Tax per Participant**

### **Mode of Payment:**

Cheque drawn in favour of "Forum for Emotional Intelligence Learning" should be sent to: FEIL, 204-B, Sumith Samarth Arcade, Arey Road, Goregaon (West), Mumbai-400062.

Fee include Participation, Course Material (Hard Copies), Working Lunch, Coffee/Tea

### **Nominations, Enquiries & for NEFT Payments:**

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