



ART OF **BUSINESS** **COMMUNICATION**



Course Facilitator:
Dr. Syed Pir Ijlal Haider

► **Date & Venue:**
14th, 15th & 16th February Royal Palm Golf Club 2017 Lahore
21st, 22nd & 23rd February 2017 Marriott Hotel Karachi
1st, 2nd & 3rd March-2017 Grand Regency Hotel Islamabad

► **Timings:**
9:00 am to 5:30 pm
► **Course Fees:**
PKR 42,000/-

3 DAYS
MASTERCLASS

Course Overview:

This 3 days client-focused and practical workshop is designed to empower the participants accordingly by imparting essential business communication & presentation tools and skills.

It is expected that by the end of the course, the participants would be at a better level of expertise at business communication and presentation skills. They would also have an improved perception of business communication gained through sharing of experiences, typical real-life service scenarios and challenges as faced by Argus staff, and views of the other participants, the course facilitator

Program Outline:

The course aims at developing among professionals communicative abilities required in professional settings. It takes into account the cultural interference in communicative adjustment of executives in the multinational corporate environment. The course caters to the English language needs of business and management professionals. It prepares focuses on the 4 skills of executives: listening, speaking, reading, and writing for specialized purposes.

Course Content:

Day 01

- 9:00-10:30
 - Communication
 - Scope of Communication
 - Components of Communication
 - Latest trends in communication
 - Characteristics of effective communication
- 10:30-11:00 **Tea Break**
- 11:00-1:00
 - Communication at Workplace
 - Channels of communication
 - Management roles and communication
 - Benefits of communication for managers (Group Activity)
- 1:00-2:00 **Lunch Break**
- 2:00-3:30
 - Nonverbal communication (Group Activity)
- 3:30-4:00 **Tea Break**
- 4:00-5:00
 - Communication and Basic life Skills

Day 02

- 9:00-10:30
 - Interpersonal Communication (Group Activity)
- 10:30-11:00 **Tea Break**
- 11:00- 1:00
 - Presentation Skill- Techniques and Methods (Video Clips On Presentation skills)
 - Discussion on Presentation skills
- 1:00- 2:00 **Lunch Break**
- 2:00-3:30
 - Group Work On Presentation Skill.
 - Presentations
- 3:30- 4:00 **Tea Break**
- 4:00- 5:00
 - Plenary Session

Day 03

- 9:00-10:30
 - Effective Writing Skills
 - International Standards for writing (Group Activity)
- 10:30-11:00 **Tea Break**
- 11:00-1:00
 - Writing Mechanics
 - Structure
 - Paragraphs
 - Composition and designing of official messages.
- 1:00-2:00 **Lunch Break**
- 2:00-3:30
 - Description in Writing
 - Argumentation in Writing
 - Explanation in Writing
- 3:30-4:00 **Tea Break**
- 4:00-5:00
 - Report Writing



Course Trainer:

Dr. Pir Syed Ijlal Haider

CEO/Director Training & Consultancy | Zigron Inc.

PHD in Services Marketing from Imperial College London, UK

MBA - University of Virginia, USA

MBA – IBA Karachi

Pir Syed Ijlal Haider brings with him extensive experience of 16 years in Sales & Customer Services, Team Building, Interpersonal communication and Trainings on the subject. He has been working at senior managerial and supervisory positions in different organizations across various levels including; Team Lead, Sales Manager, Department Head and Country Manager.

Dr. Haider has developed and conducted Research, trainings & retreats as lead resource person at United Bank, Citibank NA, Habib Bank and Khushhali Bank in such areas as Personal Grooming, Sales, Client Retention, Relationship Building, Team Building, Diversity at work place and Customer Care.

Along with the corporate world, Dr. Haider has been closely associated with the Non-profit and health industry in Pakistan as well as in the adjoining regions i.e. Afghanistan. He has developed programs like stress management, performance enhancement along with counseling sessions for the professionals of the industry. He has designed courses such as Interpersonal communication skills for doctors and health workers, helped with the career path planning, and identify issues leading to lack of teamwork and employee motivation and addressing them to gain maximum output. Other assignments include counseling, personal development, One UN Project as well as first ever NGO retreat in Pakistan. He has completed his 2 MBAs one from IBA and 2nd from University of Virginia, USA and his PHD in Services Marketing from Imperial College London.

Some of the trainings delivered are as follows:

1. Excellence in Customer services
2. Art of selling in a recession.
3. Office Management Skills
4. Personal Grooming for the executives.
5. Selling Through Customer Services
6. Stress Management at Work
7. Interpersonal Communication Skills
8. Handling Difficult Customers
9. Mentoring skills for managers
10. Performance Enhancement Through Time & Stress Management
11. TOT

Some of the clients served are as follows:

1. Mobilink
2. UNFAO
3. Nayatel
4. Bahria Town
5. UNIFAD
6. Intercooperation
7. PPAF
8. Khushhali Bank
9. United Bank Ltd
10. Habib Bank Ltd
11. Air University
12. Bahria University
13. Mishal
14. Press club Pakistan
15. AP
16. Afghan Television
17. Nadra
18. NTL
19. TEO
20. Sprint Oil n Gas
21. Hans Seidel Stiftung
22. SDC
23. Daccar
24. Pakistan Institute of Community Ophthalmology (PICO)
25. DIL (Development in Literacy)
26. Save One Life
27. ERCU (FAO emergency unit)
28. Khubaib Foundation (Floatila Initiative)
29. Cessd (AUS Aid)
30. AKDN
31. Kabul Bank
32. AKEPDP
33. Sonraj
34. Asia Care
35. Citi Bank
36. Pak Oman Micro Finance Bank Ltd
37. Hubco
38. Byco Petroleum



One of the Testimonial for the same is as below:

I have known Ijlal for about 5 years now in the capacity of our trainer regarding soft skills trainings as well as a great friend. He is a dynamic, vibrant and an energetic individual who has been instrumental in making Zigron into a formidable training facilitator. He has excellent communication skills and impressive delivery style. His trainings have been instrumental in bringing a positive change in trainees as he not only believes but also actually involves them during his trainings. He has brilliant interpersonal skills and his impressive academic record coupled with enriching corporate experience enables him to be a change agent. I strongly recommend him as a trainer and change facilitator. I wish him all the best in all his future endeavors.

Taimur Bhatti GM HR, Nayatel.



**SELLING THROUGH CUSTOMER SERVICE WORKSHOP BY QUICKBIZ
ON 30TH SEPTEMBER ROYAL PALM GOLF CLUB LAHORE**

Previous Workshop Feedback

"It was a nice change learning environment in which included fun"
Senior Manager, Adamjee Insurance.

"It is total in all aspects. Very interactive and give life towards living"
Senior Manager, Adamjee Insurance

"Excellent Soft Skills Communication. We need such trainings in our Area"
VP/Area Manager, Summit Bank

"Superb. Excellent, every staff should have session with Dr. Ijlal"
Area Manager/AVP II, Summit Bank

"Very lively & Knows how to deliver the Message"
SVP/Area Manager, Summit Bank

"Very Friendly Environment"
Corporate Asst / Sec to GM, Mitsubishi Corporation.

"It can be more attractive and energetic through adopting more activities"
Assistant, Mitsubishi Corporation.

For registration(s) send us your Participants Name,
Designation email, address & cell numbers
Also please provide us organization's NTN #

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Quickbiz Cancellation Policy:
Substitutions are welcome. cancellation must be confirmed by email. For
Cancellation made in the 05 working days to the workshop, no refunds will be given.