

PROUDLY PRESENTS

BUSINESS COMMUNICATION SEMINAR-2016

Date & Venue:

15 March-2016 Movenpick Hotel Karachi

16 March-2016 Royal Palm Lahore

Timings:

9:00 am to 5:30 pm

Seminar Investment

PKR 13,000/-

(exclusive of GST)

LEARN & GET EXPERIENCE WITH
WELL-KNOWN SPEAKERS



Shuja Ahmed
Corporate Trainer &
Motivational Speaker



Naila Sidat
Communication Specialist &
certified trainer from IFC



Ambreen Fahad
Certified Professional
Trainer/Speaker



Gul-e-Zehra Aatif
Certified Trainer form UAE &
Presentation Specialist



Sumreen Noman Ansari
Certified Six Sigma Black Belt
from SQI Singapore (PIQC)



Syed Abdul Rafay Ather
Corporate Trainer &
Motivational Speaker

Learned & Experienced Panelists for QnA Session for 1 hour

Course Facilitator for Karachi



Shuja Ahmed

Corporate Trainer & Motivational Speaker
A Presentation on
Communication and Interpersonal Skills)



Ambreen Fahad

Certified Professional Trainer/Speaker
A Presentation on
Corporate Etiquette & Personal Grooming



Naila Sidat

Communication Specialist &
certified trainer from IFC
A Presentation on
Business Writing and Presentation Skills



Sumreen Noman Ansari

Certified Six Sigma Black Belt from
SQI Singapore (PIQC)
A Presentation on
Communication Styles and Team Dynamics

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Syed Abdul Rafay Ather

Corporate Trainer & Motivational Speaker
A Presentation on
Communication and Interpersonal Skills

Course Overview

As your responsibilities grow, your communication skills can help you succeed—or hold you back. In any business role or function, you must be able to convey your ideas in ways that drive effective decision making, teamwork, and action.

In this one-day program, you'll delve into the latest communication tools and techniques used by the world's most successful managers. Through classroom presentations, dynamic discussions, interactive exercises, and small group projects, you'll develop the skills needed to organize and deliver information in ways that engage, inform, persuade, and inspire others—your boss, team, clients, or even a room of 500.

Course Highlights

- Formulating clear communication goals based on your audience's current knowledge
- Understanding your audience's preferences and potential response to your message
- Structuring information logically to lead your audience to a deeper understanding
- Adapting your communication approach to different business situations and audiences
- Applying innovative communication techniques to improve your leadership style
- Using body language to change perception and influence others
- Delivering your message via high-impact presentations that feature "killer charts"
- Fine-tuning your writing style to present information clearly in e-mails, memos, and reports

Who should attend?

This program is appropriate for business professionals at all levels of experience who would like to be more effective in both written and oral communications. Participants must be fluent in English to participate fully in fast-moving discussions, exercises, and group projects.

- Front Line Managers
- New and Prospective Mangers
- Receptionist
- Customer Care Officers
- Marketing Executives
- Business Development Executives
- Supervisors
- Team Leaders
- Executive Officers
- Secretaries
- New and Prospective Mangers
- Emerging Mangers
- Internal Communication Professionals
- External Communication Professionals

Learning Outcome.

- Connect with your audience and make a powerful impact
- Maximize each communication and leverage diverse media
- Convey your insights and recommendations more effectively
- Achieve your goals in a variety of business contexts
- Cultivate your personal leadership and communication style

Seminar / Course Agenda

Session 1 (9:00 AM – 10:30 AM)

Communication and Interpersonal Skills

- Recognize the importance of attitude and image
- Increase credibility through your words and actions
- Think on your feet (and keep your foot out of your mouth)
- Build rapport and strengthen your relationships
- Cultivate power without being intimidating

Session 2 (11:00 AM – 12:30 AM)

Corporate Etiquette & Personal Grooming

- Understand what etiquette is & why it is important.
- Personal hygiene and grooming.
- Familiarity with the four levels of conversations.
- Learn the 3 steps to effective handshakes.
- Telephone etiquettes/Email etiquette.
- Dressing for success.
- Gain valuable insight into international etiquette.

Session 3 (12:30 AM -1:00 PM)

Lunch 1:00 PM – 2:00 PM

Session Will continue from (2:00 PM – 3:00 PM)

Communication Styles and Team Dynamics

- Communication styles and interaction patterns
- Continuum of communication
- Stages of team development
- Balanced team phenomenon and doer/thinker/challenger/supporter model
- Fisher model for group communication
- Tuckman team development model

Session 4 (3:00 PM -4:30 PM)

Business Writing and Presentation Skills

- Apply the eight-step method to create effective written communications
- Learn how to write a clear purpose statement
- Learn about behavioral styles and how they affect communication
- Learn strategies for effective editing
- Viewing of presentations
- Secrets of public speaking
- Voice do's and don'ts

Panelists and Q n A Sessions
4:30 PM – 5:15



Naila Sidat

Communication Specialist & Motivational Speaker

Naila Imran Sidat is a graduate of Institute of Business Administration (Karachi) 2001. She has been a part of the brand management team at Clover Pakistan Limited- a group subsidy of the Lakson Group of Companies. Her passion for teaching made her launch her academic career with various leading management sciences universities of Pakistan including IBA, SZABIST, PAF-KIET, Greenwich, Lecole and Iqra University, to name a few with whom she is attached as a visiting

faculty.

Her professional experience has been with Clover Pakistan, a group company of Lakson Group where she was the part of the brand management team. She has also been associated with assessment development for various banking exams. She has trained various candidates and students in Communication Skills, Creative writing skills, Interview and Presentation skills, Train the Trainer, Team leadership, Office Procedures, Office Administrative Skills and Responsibilities, Negotiation Skills, Interpersonal skills, Excellence in Customer Service, Front Staff Training etc.

Her courses are designed to be highly interactive by conducting group discussions to share knowledge & experiences, contain hands-on individual & group exercises, motivational videos and

brain-teaser questions from time to time. The session provides individuals the opportunity to work with each other in form of groups thus helping them understand how to work with new people and yet get the task completed. The sessions are designed such that by the end of the day's session, each participant has at least once presented in front of the group thus helping those with public speaking freight to overcome their fear and others to have a chance to improve upon their skill.

At the end of the session the participants gain an in depth understanding of different concepts, have used various tools & techniques that can be practically used in office and have an effective support material to refer to for future use. Also the participants have an opportunity to develop social networking thus giving them a life time opportunity to increase their professional circle.



Ambreen Fahad

MBA, SZABIST

Certified Professional Trainer/Speaker

Ambreen is a Masters Graduate from SZABIST with over ten years of diversified experience and expertise in Human Resources and Education.

She is currently working as an esteemed Faculty Member at SZABIST with specialization in the areas of Management and Communication.

She is best known for her high energy and engaging style that makes learning easy and fun.

With a futuristic approach, Ambreen is committed to working with individuals to improve relationships and business productivity and culture.



Sumreen Noman

Certified Six Sigma Black Belt from SQI Singapore (PIQC)

Ms. Sumreen Noman Ansari, has worked in the areas of Quality, Business Process Improvement and Corporate Finance in couple of growing banking institutions and manufacturing sector. Having done Masters in Finance from Karachi University.

She was associated with the banking sector for 5 years and possesses diversified experience in Banking. Being a Certified Six Sigma Black Belt from SQI Singapore (PIQC), she is amongst the pioneers who started off with the Service Quality initiative in her institution.

She has a dynamic career in Service Quality with a passion for service excellence and efforts for continuous process improvement. She was actively involved in Branch Banking Operations and Process Reengineering, to help various segments develop a service culture on an internal and an external level.

She has worked as an official mentor and conducted various training sessions and

motivational programs within and outside the organization in the areas of building banker customer relationship, soft skills, Total Quality Management, customer services, credit creation, and service quality. She has an edge of Six Sigma certification in training and implementation of Service Quality Culture through her teachings and workshops. She is an energetic speaker with an ability to influence the audience towards Quality Initiatives, Presentation Skills, & Customer satisfaction. She has a friendly instruction style which has proven quite effective in motivating participants and leaving her mark on the individuals who have attended her courses. Presently she is a visiting faculty member in the finest business universities of Pakistan like Szabist and MAJU.



Gul-e-Zehra Aatif

Certified Trainer from UAE
& Presentation Specialist

Gul-E-Zehra is a certified trainer from Dubai, UAE; a free lance international trainer who has trained the employees of more than 12 different countries. She has conducted training workshops for TPS Pakistan (Pvt.) Limited, MAL (Mobil Askari Lubricants) Pakistan Limited, PIMSAT, The Citizen Foundation (TCF), Proctor & Gamble Pakistan, Futehally

Chemical, Sajid Brothers Engineering Industries (Pvt.) Ltd., Gujranwala, Independent Media Corporation Pvt. Ltd. (Geo TV), National Commission for Human Development, Sind Institute of Reproductive Medicines, NED University, Pharvevo pvt. Limited, Bayer Pakistan, Standard Chartered bank, Shabbir Tiles, INTECH Process Automation (Pvt.) Ltd., Higher Education Commission of Pakistan, B.Braun, The Coca-Cola Export Corporation, Pakistan Branch, MCB (Muslim Commercial Bank), PSO (Pakistan State Oil Company Limited), Raaziq International Logistics, Aman Foundation, PICIC Commercial Bank Limited, Jaffer Brothers (Pvt.) Ltd, Packages Ltd, JS Bank Limited, Abacus Consulting, Iberotel Miramar Al Aqah Beach Resort in Fujairah, UAE, Atlas Honda, IBA(Sukkur), Hub Power, Novar-

tis Pharmaceuticals Corporation, Lahore University of Management Sciences (LUMS), WorldWide Group, Hinopak Motors Limited, Pak- Kuwait Takaful Company Ltd. etc.

She has trained various employees in Business English, Communication Skills, Creative writing skills, Interview and Presentation skills, Team leadership, Office Procedures, Office Administrative Skills and Responsibilities, Negotiation Skills, Interpersonal skills, Excellence in Customer Service etc. She has done B.A. Honours and M.A. in English Literature and M.A. in Linguistics and a certificate course in Business English and Presentation Skills from Institute of Business Administration (IBA)



Syed Abdul Rafay Ather

Corporate Trainer & Motivational Speaker
Director – Creative Group of Consultants
Training Consultant – Riphah Int'l University
Chairman – Club Global Pakistan
(Non-Profit Organization)
Administrator – Hamkhyal Group - Islamabad
MPhil (Management), MBA (Finance),
CA (Foundation)

High in accomplishment, result driven management executive with more than

20 years of professional work experience in finance & operations management, possesses solid leadership, communication and interpersonal skills to establish rapport with all levels of staff and management.

Expert at synthesizing personnel, management, and operations disciplines to meet organizational requirements and align goals with organization values & visions. Promote employee excellence and motivate employees toward top level performance.

Demonstrated ability to streamline business operations, business development, financial analysis, and informed decision making that drive growth, and increase efficiency and bottom line

profit.

Counting on the best available resources and getting value with lowest funding available are the things he has experience in, usage of technology to get results, making alternates and judging what's best in the available funding are the grounds he plays in.

Instituting reporting systems, making budgets and plans, translating activities in financial terms and working out requirements of funds and resources at particular time of need is being done by him as a routine.



Shuja Sheikh

Shuja Sheikh, Training is a passion; he believes in the process of generating ideas through awareness rather than giving tons of lectures. He believes in engaging the participants through various hands on activities that stimulate the thinking process. He uses subject matter related games that help participants pick the core of the concept and understand how to practically apply these concepts in their daily work life.

His courses are designed to be highly interactive by conducting group discussions to share knowledge & experiences, contain hands-on individual & group exercises, motivational videos and brain-teaser questions from time to time. The session provides individuals the opportunity to work with each other in form of groups thus helping them understand how to work with new people and yet get the task completed. The sessions are designed such

that by the end of the day's session, each participant has at least once presented in front of the group thus helping those with public speaking freight to overcome their fear and others to have a chance to improve upon their skill.

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Having qualified from Institute of Business Administration Karachi, Sheikh has a diversified Management Consultancy & Training experience in various industries that include FMCG, Oil & Gas Exploration & Production, Oil & Gas Marketing, Healthcare and Financial Management industries. His diversified exposure of over 16 years has taken him to assignments that range from Personal Development & Effectiveness to Managing & Executing Leadership, Developing Problem Solving & Decision Making abilities to Team Building & Motivation techniques. His assignments have also included Developing Essential People Skills to Developing Sales Management & Customer Relationship Cultures.

Sheikh also has hands-on exposure in assignment that required establishing Planning & Executing Change Management at Organizational Level, Developing Corporate Strategies and Establishing Organization Development including Balanced Scorecard tool.

He has assisted organizations in Establishing Training & Organization as a core function. He has conducted Training Need Assessment (TNA) across organizations and has helped organizations identify the core development areas. Accordingly he has designed In-house courses for the organization to cater to the training needs of various individuals. His firm believe is Return on Training Investment is always in form of efficient & motivated employees and this in terms improves the Organization's functioning and improve the bottom line. The difference between Leader and Follower organizations is the level of developed competence in the Human Resource.

Sheikh's passion for teaching led him to teach as visiting faculty at various business schools including Institute of Business Administration (IBA) Karachi. He has also served on the Board of a Healthcare NGO as a Non Executive Director and serving as Technical Advisor on Strategies and Human Resource development.

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Sponsorship packages are also available.

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

register@quickbizgroup.com

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