

EFFECTIVE COMMUNICATION IN THE BUSINESS WORLD

Date & Venue:

21 July 2016 Royal Palm Golf Club Lahore
28 July 2016 Movenpick Hotel Karachi

Timings: 9:00am to 5:30pm

Course Fee: 12,500/= (exclusive of GST)

About the Trainer: Naila Imran Sidat

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 subsidiary 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 phobia 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.

TESTIMONIALS

She had good grip on the topic
PPL Accountant

She introduce more activities and
situation based team exercise for
coping stress
Assistant Manager Meezan Bank

Instructor good with their presenta-
tion and command over it
Manager Feroze Textile

Facilitator done good efforts
Asst. Engineer Inspectest pvt ltd

She is very good communicator and
update with the today's topics
Officer Allied Bank Ltd

Course Overview:

In today's business world, managers and executives, indeed all employees of an organization must possess excellence in written and oral communication. The visible difference between employees who are on Fast Track of their careers with high growth rates and average growth rate is the command over business communication; Written and Oral both.

As a professional, your ability to express thoughts, ideas and plans is extremely important as it creates the first impression on the audience. The first impression taken is not about the thought, idea or plan; it is about your structuring communication content. There exists a directly proportional relationship between the quality of the content (how the content is structured) and the interest level of the audience. The better the quality of the content in form of structures, the more audience interest is ensured. With the above conditioning in mind, as a professional it becomes imperative for you to go through a fast-track course on how to improve and manage business communication in order to present your thoughts, ideas and plans to the management and create a lasting impression.

Training Outcome

- Fundamentals of Communication; principles, measures and theories of communication
- Communication in Business; the various dimensions of business communication and how these impact professionals
- Hands-on the principles of business communication through Workbook exercises
- Understanding of Verbal / Oral communication
- Have an Opportunity to address Stage Fright and Face the Audience

Communication Module I – Fundamentals of Communication

- Concept & Historical Background
- Objectives of Communication
- Measuring Communication Success
- Theories and Models of Communication
 - Lasswell Model
 - Shannon and Weaver Communication Model
 - Bruce Westely and Malcolm MacLean Model
 - David Barlo
 - Wilbur Schramm
 - D. Lawrence Kincaid

Communication Module II – Business Communication; the ladder to success

- Role & Importance of Business Communication
- Communication Networks within Organizations
- Modes of Business Communication
- Barriers to Communication
 - Sender Oriented Barriers
 - Receiver Oriented Barriers
 - Noise

Communication Module III – Principles of Written Communication; preparing for

- Workbook exercise – application of 7 C's (Completeness; Conciseness; Consideration; Concreteness; Clarity; Courtesy; Correctness)
- Workbook exercise – application of 4 S's (Shortness; Simplicity; Strength; Sincerity)
- Workbook exercise – application of AIDA (Attention; Interest; Desire; Action)
- Workbook exercise – drafting official letters and memos
- Workbook exercise – taking notes and drafting minutes of meeting
- Workbook exercise – Good News and Bad News Written messages

Communication Module IV – Introduction to Oral Messages and Communication

- Types of Oral Presentations
- Steps for Preparing Effective Oral Presentation
- Ways of delivering oral message
- Techniques for effective oral message delivery
- Techniques for effective nonverbal message delivery
- Increase Listening Skill and Filtering Noise to get Real Message







Communication Module V – Facing the Crowd

- Hands on Personalized Exercise for Public Speaking and Reducing Stage Fright. Each Participant is required to attempt for Public Speaking and reducing Stage Fright

Who Should Attend?

This Course is highly beneficial for all the Aspiring and Progressive Executives, Assistant Managers, Supervisors or Team Leaders who need to improve & enhance their Written Business Communication abilities in a multifaceted business and workplace environment.

These include:

-  New and Prospective Managers
-  Line Managers
-  Executives
-  Support Managers,
-  Team Leaders & Members
-  Supervisors
-  Incharges
-  Department, Unit or Division Managers

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

register@quickbizgroup.com

Quickbiz
Training | Conferences | Publications

Quickbiz Group Office No. 403 Tahir Plaza, Sultan Ahmed Road, Block # 7 & 8 JCHS, Karachi. Contact: 021-34209142 Mobile: +92-343-2508186, +92-300-8294943 www.quickbizgroup.com

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.