



Management Development Programme on **Effective Communication & Executive Presence**

February 20-21, 2025
SPJIMR Delhi Campus

Programme Overview

Communication is key to business and personal success and good leadership starts with great communication. In the business world, managers and leaders have to communicate their ideas, products and services to a variety of stakeholders including business partners, their teams, customers, distribution channels and investors. Communication is not just talking, but the ability to exchange ideas via active listening, perfect verbal and non-verbal engagement, and command on the language that is the hallmark of a persuasive leader.

Who should attend

This communications training course is for those who are required to demonstrate high level of communication skills in their day-to-day work. It will enhance personal effectiveness, presence and presentations. This programme is appropriate for business professionals with experience, looking to improve their communication skills or deliver messages across diverse stakeholders - senior management, cross-functional colleagues, employees, customers, and strategic partners. Managers in business development and marketing teams and in team-lead roles will find this programme useful. The course is aimed to build a quiet confidence with a powerful presence that can inspire, motivate and empower others.

Programme Pedagogy

- Interactive Discussions, lectures, industry examples, videos, classroom exercises
- Role-play and case analysis
- In-class public speaking exercise and feedback



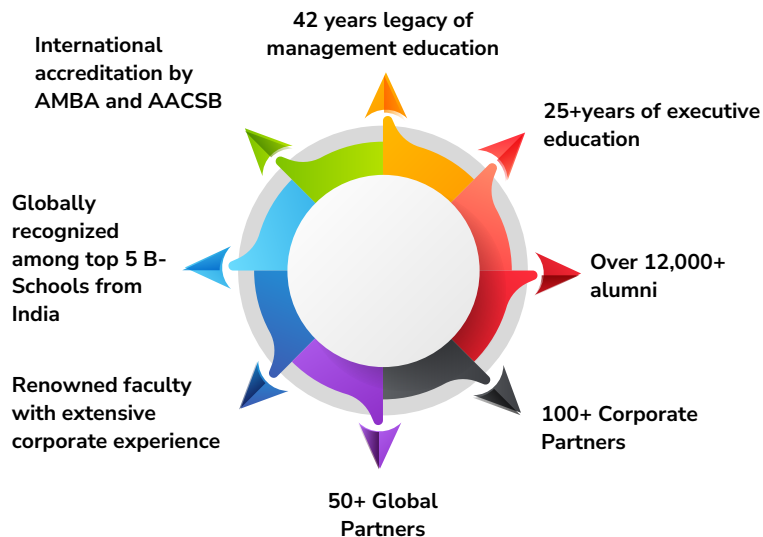


About SPJIMR

SPJIMR is counted among the top 5 B schools of India. In addition to our Mumbai campus, we also have a state-of-the-art Executive Education Centre in Delhi.

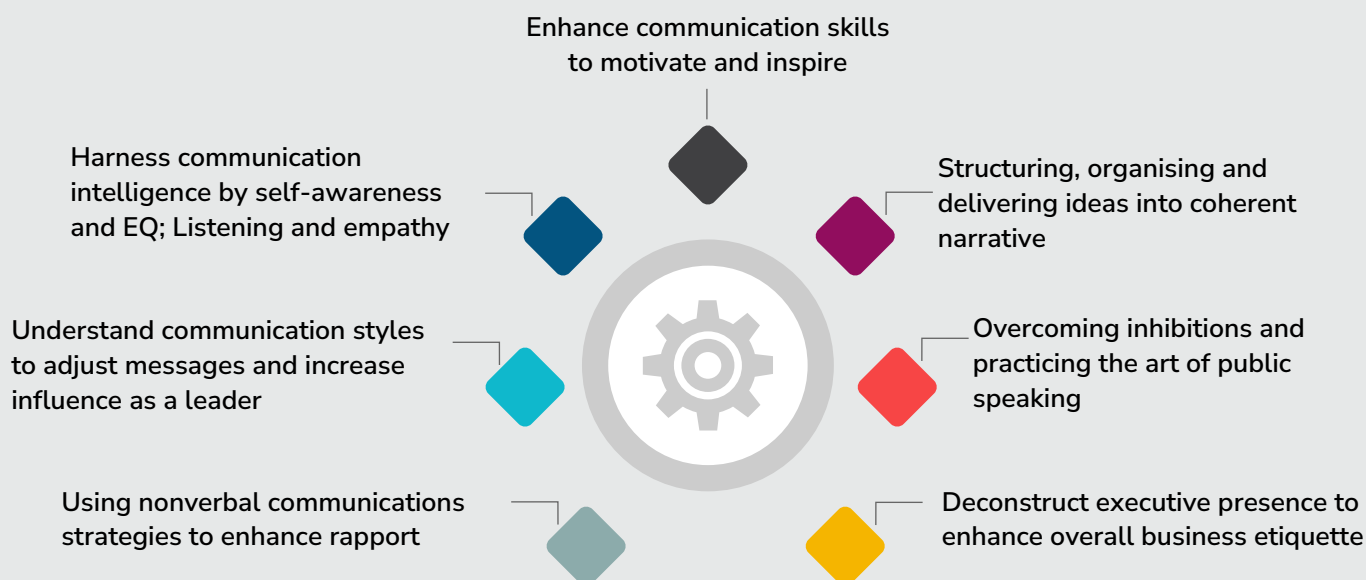
We are a part of the Bharatiya Vidya Bhavan and function as an autonomous Institute with entrepreneurial agility. Our guiding principles are to influence practice and promote value-based growth. We build on this through pedagogic innovations and pioneering programmes, which have helped us carve a unique and distinctive path in management education. SPJIMR has been recognized for its innovative programmes by global accreditation bodies- AACSB and AMBA.

Bharatiya Vidya Bhavan's S P Jain Institute of Management & Research (SPJIMR) is one of the seven Indian business schools (the other six are IIM Ahmedabad, IIM Bangalore, IIM Calcutta, ISB, IIM Indore and IIM Lucknow) to make it to the QS Global MBA rankings for the year 2023. This is the seventh consecutive year that SPJIMR is on this elite list. SPJIMR is part of the 151-200 rankings bracket for the fourth consecutive year.



Programme Objectives

This two-day course aims to equip the participants with the skills of being an effective communicator. They will learn a variety of tools and techniques to help improve their style and delivery. It's a practical, fun-filled course packed with exercises, games, discussion and practice.



Programme Coverage

Interpersonal Communication

- Interpersonal interactions in teams, listening, questioning and articulation.
- Language and the power of words
- The art of Communication and its crucial role in leadership effectiveness

Emotional Intelligence in Communication

- The five components of Emotional Intelligence at Work
- Empathy and understanding the informational demand of the Audience.
- Know own individual styles of communications
- Understand self and others to be better team player and leader
- Change and grow with self-awareness

Assertive Behaviour

- Express honestly, comfortably and without anxiety
- Avoid confrontations and deliver right message
- Learn to control aggression in meetings and disagreements

Public Speaking

- Overcoming the fear of speaking
- Tricks and tips to manage stress and developing powerful presence
- The Art of Rhetoric and developing persuasive arguments that move the audience

Crafting a good speech

- Learn to develop and deliver a brief speech
- Outlines an idea for a product, service, project or self
- Write and practice an elevator pitch.

Deconstruct Executive Presence

- What is the essence of executive presence?
- Understand what projects confidence and gravitas
- Inspire decision makers to believe and follow you
- Combining warmth and conviction in developing it

Identity and Reputation

- Develop a keen interest on how others perceive us
- Consult peers and mentors for feedback
- Find out the strengths that can be built upon
- Manager self and the impact one has on others

Executive Branding

- How people perceive you
- Self-branding, Personal reputation management
- Enhancing your reputation using digital media

Powerful Presentations

- The importance of storytelling in presentations and creating influence.
- Structuring and bringing power to presentations and delivery.
- Responding to difficult questions and questioners

Feedback and Delivery

- Leadership Communication practice via in class presentations
- Transforming communication Challenges into strengths and learning from peer group interactions.
- Take away tools and tips for continuous learning improvement for communication with impact.



Programme Director



Prof. Vineeta Dwivedi

Assistant Professor, Organisation & Leadership Studies
Director, Student Affairs

Vineeta Dwivedi is a faculty in area of Organisation & Leadership Studies, with her core expertise in Business Communication and Negotiations. She holds a master's degree in English from Central Institute of English and Foreign Languages, Hyderabad and has completed 'Accelerated Management Programme' from Indian School of Business. She has completed 'Leadership Programme' from Henley Management College.

In her professional journey encompassing 23 years, she held critical responsibilities in business development and broadcasting with prominent news organisations in India and the UK. In her industry assignments, she has a long career with British Broadcasting Corporation (BBC) in the UK and India, she also led a Digital Cinema Distribution company as a CEO. Later, she embarked on a journey in academics and has taught at leading management institutions in Mumbai.

Her research interests cover vivid areas and topics under Business Communication, Gender and Media. Her research contributions have been published in leading periodicals and media publications. She has also previously led the communication activities of SPJIMR, including PR, website, and social media.

CERTIFICATE OF PARTICIPATION

A certificate of successful participation by S.P. Jain Institute of Management & Research (SPJIMR) will be issued to each delegate at the completion of the programme.



*Fees: Rs 24,900 per participant + taxes
(Early Bird and Group Discount applicable)*

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