

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

February 22-23, 2024  
Programme Duration: 2 Days  
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.

## Programme Pedagogy:

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



## 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.

- Enhance communication skills to motivate and inspire
- Harness communication intelligence by self-awareness and EQ; Listening and empathy.
- Understand communication styles to adjust messages and increase influence as a leader.
- Using nonverbal communications strategies to enhance rapport
- Structuring, organising and delivering ideas into coherent narrative
- Overcoming inhibitions and practicing the art of public speaking.
- Deconstruct executive presence to enhance overall business etiquette.

# Programme Coverage:

## Interpersonal Communication 1

- 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 2

- 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

## Crafting a good speech 5

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

## Executive Branding 8

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

## Powerful Presentations 9

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

## Assertive Behaviour 3

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

## Deconstruct Executive Presence 6

- 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

## Public Speaking 4

- 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

## Identity and Reputation 7

- 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

## Feedback and Delivery 10

- 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.

## 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.



## 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 six Indian business schools, along with IIM Ahmedabad, IIM Bangalore, IIM Calcutta, ISB and IIM Lucknow, to make it to the QS Global MBA rankings. This is the fifth consecutive year that SPJIMR is on this elite list.

Our salient features are as follows:

- 42 years legacy of management education
- 25+ years of executive education
- Over 12,000+ alumni,
- 100+ Corporate Partners,
- 50+ Global Partners,
- Renowned faculty with extensive corporate experience
- Globally recognized among top 5 B-Schools from India
- International accreditation by AMBA and AACSB

## 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)**

For more information contact-

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## Programme Director



### Prof. Vineeta Dwivedi

Prof. Vineeta Dwivedi teaches management communication, negotiations and strategic business communication at SPJIMR. She heads the digital communication department of the institute. With 17 years of experience in the media industry and six years in academics, she brings a rich amalgamation of business and learning into the classrooms.

Her media industry experience with the British Broadcasting Corporation (BBC) World Service has been in digital and radio journalism, broadcasting and business development. She has travelled the world and worked on several prestigious assignments. As CEO of KSS Limited- she has been part of the Indian cinema industry and as faculty at SPJIMR she teaches Strategic Communication, Presentation skills, Assertiveness and Emotional Intelligence, Business Writing, Written Analysis of Communication (WAC) and Negotiation Skills.

She has conducted Executive Education programmes for Pidilite, Marsh McLennan, Swades Foundation, Lions Club Mumbai, Institute of Chartered Accountants of India and Women Entrepreneurs P&G.

She writes regular press articles on current affairs, gender diversity, communications and popular culture and her research interests are in Work from Home (WFH), Fake News and Gender.

She has a Masters in English and has done a Leadership Programme from Henley Management College, UK as well as an Accelerated Management Programme from Indian School of Business, Hyderabad, India.

