

## MANAGEMENT DEVELOPMENT PROGRAMME

# Persuasive Communication and Business Storytelling



### 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.

### Who Can Attend?

Managers in business development and marketing teams and in team-lead roles who are required to demonstrate high level of communication skills in their day-to-day work.

### Key Topics Covered

- Interpersonal communication
- Deconstruct executive presence
- Emotional intelligence in communication
- Identity and reputation
- Assertive behaviour
- Executive branding
- Public speaking
- Powerful presentations
- Crafting a good speech
- Feedback and delivery

### Prof. Vineeta Dwivedi

Programme Director

Assistant Professor, Organisation and Leadership Studies  
Director, Student Affairs

#### Mode of Delivery:

Online

#### Duration:

10 Hours

#### Programme Dates:

7th-8th March 2025 &  
14th-15th March 2025

#### Programme Fees:

INR 25,000 +GST

10% Early Bird Discount and  
Group Discounts Available

## Objectives

This **10 hours programme** 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



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



Using nonverbal communications strategies to enhance rapport



Harness communication intelligence by self-awareness and EQ; Listening & empathy



Understand communication styles to adjust messages and increase influence as a leader

## Pedagogy

- ✓ Interactive discussions & classroom activities
- ✓ Caselets and case studies
- ✓ Peer learning
- ✓ Immersive learning

## Certificate of Participation

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

## Connect with Us

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