Bharatiya Vidya Bhavan's
SPJIMR
EXECUTIVE EDUCATION

AACSB ACCREDITED | ASSOCIATION OF MBAS ACCREDITED | EQUIS ACCREDITED

Communication, Leadership Presence and AI

Mastering the Art of Influence in the AI Age

Programme Dates – January 28 & 29, 2027
SPJIMR Delhi Campus

Why this course?

In today's fast-paced workplace, communication is not just a skill—it's a leadership differentiator. To lead with influence, executives must project leadership presence, build meaningful connections, and harness the right tools—including AI—to communicate clearly and ethically.

This interactive, hands-on, and tool-driven course is designed for leaders who want to be trusted, remembered, and effective. You'll develop the core communication traits that define leadership presence through curated modules—grounded in authenticity, emotional intelligence, and impact.

What you will walk away with:

- Practical guidance to improve public speaking and storytelling
- Stronger leadership presence—rooted in clarity, credibility, and connection
- The ability to navigate difficult conversations and write with executive precision
- The confidence to integrate AI tools to enhance messaging and decision-making
- A communication toolkit for high-stakes meetings, hybrid teams, and public forums

Core Themes Covered:

Leadership Communication – Build trust, clarity, and influence

Leadership Presence – Show up with authenticity, poise, and confidence

AI-Enhanced Messaging – Leverage AI to elevate writing, speaking, and connection

Who is this for?

Mid- to senior-level professionals, CXOs, and high-potential leaders looking to enhance their communication and executive impact in today's dynamic work environment.

Delivery Style:

Fast-paced, relevant, and reflective sessions. Each session is designed with frameworks, cases, demos, group work, and takeaways you can apply immediately—no fluff.

Session Flow:

1. **Capstone Challenge –** Leadership simulation , faculty + peer feedback
2. **Leadership Communication** – Real-world cases, video analysis, reflection
3. **Public Speaking –** Overcoming fear and finding presence
4. **Interpersonal EQ –** Emotional intelligence and active listening
5. **Leadership Branding –** Craft your leadership narrative and elevator pitch
6. **Storytelling with Purpose –** Presentations with clarity and impact
7. **AI as Your Co-Pilot –** Tools for writing, thinking, and messaging
8. **Writing for Leadership –** Sharpen clarity, tone, and structure with AI help
9. **Difficult Conversations –** Feedback, conflict, and crisis communication
10. **Creating Content –** Leveraging AI tools for meetings, presentations 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.

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 accredited by the Association to Advance Collegiate Schools of Business (AACSB), Association of MBAs (AMBA) (UK), and EFMD Quality Improvement System (EQUIS), SPJIMR is part of an elite group of institutions globally to achieve the prestigious **'Triple Crown'** of accreditations, placing it among the top 1% of global business schools.

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.

In the Financial Times MiM 2024 Ranking, for the second consecutive year, SPJIMR stands out as the top-ranking Indian B-school, securing the 35th spot globally and #1 in India.

Our salient features are as follows:

- 44 years legacy of management education
- 25+ years of executive education
- Over 15,000+ alumni
- 100+ Corporate Partners
- 50+ Global Partners
- Renowned faculty with extensive corporate experience
- Globally recognized among top 5 B-Schools from India
- Triple Crown International accreditation by AMBA, AACSB & EQUIS

Fees: Rs 31,000 per participant + applicable taxes (Early Bird, Alumni and Group Discount applicable)

PROGRAMME DIRECTOR

Prof. Vineeta Dwivedi

Associate Professor, Organisation and Leadership Studies

Dr Vineeta Dwivedi is a communication expert with over 25 years of experience across media, academia, and industry. She specializes in interpersonal, strategic, and leadership communication, and teaches courses on negotiation, emotional intelligence, business writing, digital marketing, and critical thinking in the age of AI. She has also pioneered courses like Digital Democracy and The Use of AI in Communication to reflect the evolving communication landscape.

Her teaching integrates academic theory with real-world application, helping students and professionals navigate communication challenges with clarity, empathy, and impact. She actively mentors students in building confidence, career readiness, and communication skills, and has launched several student-led clubs focused on leadership and industry preparedness. Her research explores media trust, fake news, digital discourse, gender and communication, and the role of AI in human connection. She contributes to academic and media publications and leads digital strategy initiatives for institutional platforms.

Before academia, Prof. Dwivedi worked as a journalist and broadcaster with the BBC in London and served as CEO of KSS Ltd. She held leadership roles in business development, digital radio, and content partnerships across global and Indian markets. She has designed and delivered executive training for organizations such as P&G, BP, Tata Group, GAIL India, NDDB, the Indian Army, and ICAI. Her workshops focus on Leadership Communication, Executive Presence, Storytelling, Negotiation, Emotional Intelligence, and Reputation Management. With her interdisciplinary expertise and industry insight, Prof. Dwivedi brings a unique blend of academic rigour and practical relevance to communication education and leadership development.

For more information contact-

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W: https://www.spjimr.org/executive-education/open-programmes