



DELHI MANAGEMENT ASSOCIATION

P R E S E N T S

WORKSHOP
ON

**EFFECTIVE BUSINESS COMMUNICATION
AND
PRESENTATION SKILLS FOR MANAGERIAL SUCCESS**

*A man is as alive as he can communicate.
He is as dead as he can't communicate.
— L. Ron Hubbard*

Come and find out in the interactive DMA workshop on how
communication can make you more alive

24-25 FEBRUARY, 2012

India Habitat Centre, Lodhi Road, New Delhi.

DMA is very pleased to announce a 2-day workshop on 'Effective Communication and Presentation Skills' on 24-25 February, 2012. As most business leaders will agree, good communication skills are fundamental to achieving success in business. Robust communication not only grabs attention of your audience, but also persuades and influences them to accept and adopt your ideas, services, products, proposals and even your vision and dreams! A few are born with the natural knack for effective communication, but the vast majority of successful communicators actually learn the tools and tricks to reach the pinnacle of success. The learning process however needs to be focused and purposive. This 2 day workshop has been designed to meet these specific needs. Participants will receive access to a wide range of tools to help them improve their written and verbal communication skills, along with opportunities to practice these.

This practice-oriented 2-day skill development program has been designed to equip the participants with a scientific and systematic approach to effective, clear, crisp and concise communication. After undergoing this result-focused program, participants should be able to:

- ***Make better impression on the audience in the first instance;***
- ***Articulate his/her views more clearly to convey the message effectively;***
- ***Gain confidence in giving/receiving feedback to colleagues successfully;***
- ***Gain expertise in managing meetings, and***
- ***Achieve desired results with stronger skills in written and verbal communication.***

Program Contents & Coverage:

The Program will cover basic as well as finer aspects of written and verbal communication that will significantly contribute to achieving excellence. It will provide useful techniques, guidelines and practice for achieving qualitative competence. It will broadly cover:

◆ **The Science of Written Communication**

- Need, purpose and significance of writing skills
- Challenges of writing
- The hallmark of good writing
- Understanding the elements of prose
- Crafting sentences: ideal length, structure and construction
- Mastering grammar: The science of written communication
- Use of punctuation for clarifying what you mean

◆ **Building Blocks of Powerful Writing**

- Clarifying some common myths about 'Good Writing'
- Expanding Your vocabulary: how to learn new words
- A B C of writing: 'Accuracy', 'Brevity', 'Clarity'
- Basic types of writing and their uses
- Organizing thought patterns – defining purpose / intended effect
- Processes involved in writing: 'Planning, Writing and Editing'
- Proofreading, editing and finishing
- Avoiding common pitfalls, jargon, clichés and trite

◆ **Practical Exercises in Improving Your Writing Skills**

- Business letters
- E-Mail Writing
- Report Writing
- Writing Accurate Minutes

◆ **Essentials for effective verbal communication**

- Essentials of verbal communication
- Characteristics of good speakers
- Rules for effective verbal communication
- Use and abuse of body language
- Understanding personality types
- Giving and receiving feedback
- Active listening
- Making sales calls
- Managing/Participating in meetings
- Negotiation skills – individual and group
- Preparing and making presentations

IMPORTANT: Participants are required to prepare in advance and *deliver* Power Point presentation of *two minutes during the programme*, to an assumed in-house or external VIP audience. The presentation could be one that they would normally make in the course of their work.

Faculty

Moutushi Sengupta has over 20 years of rich experience in business communication, developing project proposals, writing reports, preparing project briefs and minutes. She has facilitated a diverse set of learning sessions to help participants get their points across clearly and succinctly. Her strength lies in developing and delivering interactive modules where each participant get direct practice in using the tools shared, as also raise and clarify their doubts, if any, in a safe environment.

She has successfully participated in a number of international training programmes on effective communication. She is a Gold Medalist from the Panjab University and has a Masters degree from the University of London. She is an active member of the Chartered Institute of Personnel Development (CIPD), United Kingdom and has completed post-graduate level courses on Learning and Development.

A few Testimonials

‘The contents were totally relevant and some contents were further added in response to our expectations – which were again very good and relevant...yes, I must say beyond expectations’ – **Priyanshu Kumar**, Textile Designer, Sutra Handicrafts Pvt.Ltd

‘It will help me in facing day to day communication challenges’ – **Sushmit Anand**, Manager, FMSME Cluster.

Administrative Details:

- Date : February 24-25, 2012 (Friday - Saturday)
- Registration : 9.15 a.m.
- Programme timing : 9.45 a.m. to 5.15 p.m.
- Venue : India Habitat Centre, Lodi Road, New Delhi

Participation Fee:

Rs 5,000/- per head for DMA/AIMA members.
Rs 5,500/- per head for non-members.

Group discount of 10 % on a group of minimum 3 nominations from the same organisation.

Participation Fee is inclusive of lunch, reading material and other expenses. Cheque/DD should be drawn in favour of **Delhi Management Association**. Once the registration of a nominee is confirmed and he or she is unable to attend the programme, the fee is non-refundable. However, participation by a substitute for the programme shall be allowed.

Each participant will be awarded a certificate of participation at the end of the course.

Please fill in the registration form and send it to:

Ms Smriti Jain, Programme Executive
Delhi Management Association
Tel:24649551, 24649552 **Telefax:** 24649553
E-mail: info@dmadeli.org **or** dmadeli@sify.com **Website :** www.dmadeli.org

Registration Form

DMA Workshop on
‘Effective business Communication and Presentation skills for Managerial Success’
24-25 February, 2012 (Friday- Saturday)

Please fill and return this form along with the registration fee to Delhi Management Association, India Habitat Centre, Core 6A, First Floor, Lodi Road, New Delhi-110003 (Phone: 24649551,24649552 Telefax: 24649553) **E-mail:** info@dmadeli.org **or** dmadeli@sify.com).

Name(s)	Designation
1.
2.
3.
4.
Organisation
Address
Telephone(s)	Fax :Email:

Please find enclosed herewith a demand draft/cheque of Rs. _____ in favour of **Delhi Management Association** payable at New Delhi.

DateSignature