

BUSINESS COMMUNICATION SKILLS FOR PROFESSIONALS

ICMA|COE
Centre of Excellence



AUGUST 27 & 28, 2024



MOVENPICK HOTEL, KARACHI

COURSE OVERVIEW

This two-day workshop is designed to enhance both written and verbal communication skills among mid to senior-level professionals. Participants will develop a comprehensive understanding of effective communication strategies, including active listening, cross-cultural awareness, and team building skills. The workshop will focus on practical application and skill development.

COURSE OBJECTIVES

This course helps participants to:

- Improve ability to communicate effectively in various business contexts
- Enhance written and verbal communication skills
- Develop active listening and interpersonal skills
- Build confidence in communicating with diverse audiences
- Foster effective teamwork and collaboration

DURATION

2 Days – 16 Learning Hours

WHO SHOULD ATTEND

- Business Managers
- Mid-Level / Senior Managers
- Group Heads / Region Heads
- Project Managers
- Managing Directors
- CEOs
- Decision Makers

TRAINERS



Farhan Uddin Raja
Director
House of Training & Consultancy

PROGRAM DETAILS

Date: Tuesday & Wednesday, August 27 & 28, 2024

Venue: Movenpick Hotel, Karachi

METHODOLOGY

- Case Studies
- Group Discussions
- Worksheets & Exercises
- Power Point Presentation
- Activities



<https://shorturl.at/3tile>

COURSE CONTENTS

Day 1

Session 1: Introduction to Effective Communication

- Defining effective communication
- The communication process
- Barriers to effective communication
- The importance of active listening
- Active listening techniques and practice
- Group activity: Listening diagnostic assessment and feedback

Session 2: Principles of Effective Writing

- Clarity, conciseness, and coherence
- Audience analysis and tailoring content
- Structure and organization of written documents
- Writing style and tone

Session 3: Business Writing Essentials

- Email etiquette and best practices
- Writing effective WhatsApp messages
- Business letter formats and styles
- Group activity: Writing diagnostic assessment and feedback

Session 4: Cross-Cultural Communication

- Understanding cultural differences
- Adapting communication styles
- Building relationships across cultures
- Overcoming cultural barriers in communication

Day 2

Session 1: Non-verbal Communication

- Body language and its impact
- The power of tone of voice
- Effective use of visuals
- Interpreting non-verbal cues

Session 2: Verbal Communication Skills

- Assertiveness vs. aggressiveness
- Building rapport and trust
- Giving and receiving feedback
- Managing difficult conversations
- Effective questioning techniques

Session 3: Teamwork and Collaboration

- Building high-performing teams
- Effective team communication
- Conflict resolution and negotiation
- Team building activities

Session 4: Public Speaking Tips

- Overcoming fear of public speaking
- Building confidence
- Engaging the audience
- Structuring and delivering effective presentations
- Group activity: Presentation practice



TRAINER PROFILE



Farhan Uddin Raja
Director
House of Training & Consultancy

Farhan Uddin Raja is a seasoned Corporate Trainer and Assistant Professor with over 12 years of comprehensive experience. Farhan serves as a lead trainer at IBA Karachi and ICMA-COE, where he leverages his expertise to educate and empower professionals. Has trained over 5000 participants across different organizational levels, enhancing their professional competencies and leadership skills. Successfully led more than 100 training sessions, both for open enrollment and customized programs. Has collaborated with a wide array of organizations to deliver customized training solutions, including Artistic Milliners, House of Logistics, Pak Qatar Takaful, YKK Private Limited, House Building Finance Company- HBFC Enar Petroleum Refinery Facility- EPRF, TAG Group of Companies, Bank Al Habib, Al Habib Asset Management, Standard Chartered Bank, National Bank of Pakistan, Pakistan Reinsurance Company Limited & Pakistan Petroleum Limited-Asia

INVESTMENT AMOUNT & DISCOUNTS

Investment Fee : PKR 55,000

Early Bird Discount - I	Early Bird Discount - II	Group Discounts	Corporate Partner Discount
10%	5%	15%	25%

Valid till August 9,2024 Valid till August 16,2024 Valid till August 23,2024 Valid till August 23,2024

Notes:

- 1) Tax will be applied to the invoice
- 2) Training fee includes : handouts & certificates of participation

Last Date Of Registration: August 23, 2024

SCAN TO REGISTER



<https://shorturl.at/3tile>

With Best Regards,
Sumreen Noman Ansari
Director ICMA - Centre Of Excellence
✉ sumreen.noman@icmap.com.pk
☎ 0336 - 0341091 , 0316 - 6558838