

Advanced Course in Leadership Communication

- Batch 1

An Advanced Level 6 Week (6 Sessions) Course

Program Structure

Number of Sessions: 6

Total Program Duration: 6 weeks

Session Days: Every Thursday, 6 PM to 9 PM

Target Participants: Senior Managers,
Managers

RESOURCE PERSON



Mohammad Saif Noman Khan

Assistant Professor &

Course Administrator (Executive Education):

Leadership Certificate in Managerial Communication (LCMC)

Competitive Business Strategy & Innovation (CBSI)

Institute of Business Administration (IBA), University of Dhaka

Chief Advisor & Trainer, Sapien Strategy Consulting & Research Ltd.

MBA, Strategy, Innovation & Management Consulting (Schulich,
Canada)

MBA, Finance (IBA, DU). MA, BA (Hons.), English Literature (University
of Dhaka)

Mr. Noman is an academican, strategy consultant and entrepreneur. A tenured faculty member at IBA, he teaches in the Executive MBA, MBA, and BBA programs. He is also one of the leading faculty members in the executive education programs at IBA especially in the areas of Communication and Strategy. Mr. Noman has years of corporate experience in the financial sector and worked for Citibank N.A Dhaka, Citigroup Hong Kong and IDLC Finance Ltd. in various managerial capacity. Mr. Noman has undertaken numerous strategy and business consultancy projects both in the public as well as private sector. He headed consultancy projects with The World Bank and The United Nations. A strategy consultant, Mr. Noman has assisted national institutions like Bangladesh Police and the Micro Credit Regulatory Authority, Bangladesh to develop the respective organization's strategic plans. He has undertaken research as well as published in the areas of Micro, Small and Medium Enterprises (MSMEs) in Bangladesh and the Banking sector.

A corporate trainer Mr. Noman has conducted training programs for leading organizations both in the public as well as private sector. He primarily focuses on management development programs in the areas of Business Strategy, Innovation, Leadership, Managerial Communication, Sales etc. He is a pioneer in the area of Strategic & Design Thinking in Bangladesh. Sensing the need for Business Communication Knowledge and Skills amongst the managers of Bangladesh, Mr. Noman innovated Bangladesh's First Ever Virtual Platform Center for Business Communication Studies. Mr. Noman is moderating this platform to create as well as share global business communication knowledge and practices to the mass. This is a revolutionary initiative in the education sector of Bangladesh where communication has always been an ignored area.

Course Overview

The world is changing every day. We are witnessing unprecedented shifts in the global marketplace and Bangladesh is also affected. In this time senior management must develop advanced managerial and communication skills to retain leadership positions within their organization and the industry they operate in. Communication & Interpersonal skill is the building blocks of leadership in any context. Successful corporate leaders are made not born. Communication & Interpersonal skill lies at the heart of supervisory skills. Though the art of communication is the language of leadership the 'act of communicating', itself can be a source of great stress for senior management. These modules were thus designed to help senior management develop receptive mindsets and accommodative attitudes for enabling effective and unbiased communication in the workplace for maximum impact. The art of supervisory leadership is the essence of the program.

The program will be spread over 6 weeks. The sessions are all sequentially connected and will build on one another. The 6 weeks long duration will also allow the participants enough time to go back to their work every week and apply the lessons and provide feedback to trainers. Depending on the feedback the next sessions will be customized so that problems can be addressed to participants' benefit. This model will also allow participants to attempt process change to accelerate organizational performance. Trainers in subsequent sessions will be able to advise on successful process change implementation.

Key Contents:

- ↪ Session 1 : Self Leadership: Key to Success in an ever changing world
- ↪ Session 2 : Developing/improving Leadership Communication: Advanced Level
- ↪ Session 3 : Adaptation Skills, Leadership & Communication Barriers and Non Colonial Frameworks
- ↪ Session 4 : Business Letters & Email for Impact: Individuality, Simplicity & Customer Centricity
Giving & Receiving Feedback
- ↪ Session 5 : Handling Negative Situations for Business Success
Global Supervisory Leadership: Developing staff, motivating and inspiring skills
- ↪ Session 6 : Power Pose: Impactful Body Language of Leaders
Fundamentals of Influencing & Persuasion

Major Benefits of Attending:

- 🕒 Understand the role of Communication itself as the language of Leadership; Fundamentals of Self advancement in the 21st Century Business World
- 🕒 Develop positive attitude and understand workplace demands better. Be able to see the bigger picture and develop holistic thinking capability
- 🕒 Have greater self-awareness (mindset); develop leadership capability; master self leadership.
- 🕒 Master effective spoken & writing skill (with individuality, simplicity and you-viewpoint).
- 🕒 Have an enhanced appreciation of challenges of effective communication (through the perceptual framework); and have the understanding of the contextual demands of communication.
- 🕒 Master the skill of adaptation, empathy & effective listening
- 🕒 Master effective body language; appropriate posture, gesture, dress etiquette for business leaders
- 🕒 Master the techniques of Business Letters & other written communication and Learn the techniques of impactful email
- 🕒 Manage Interdepartmental Conflicts & Ensure Collaboration
- 🕒 Be able to deal with negative situations, protecting relationships; give constructive feedback
- 🕒 Enhance the skill of persuasion and/or influence and have control over the situation as a manager Handling Difficult Situations and Managing Negative Situations
- 🕒 Master the art of Empowering, Motivating and Inspiring Others
- 🕒 Move toward a Value Creation Mindset; for grater organizational contribution and self advancement

Registration Process : Interested Members are requested to contact: Mr. Mirza Mostafa Walid, Additional Director, Mobile: 01972101612, 01922101612 email: add.ma@icmab.org.bd

Deadline for Application : Tuesday, October 11, 2016

Venue: Room No. 701, 6th Floor
ICMAB Bhaban, Nilkhet, Dhaka

Class Start Date:
October 13, 2016
at 6.00pm

Investment:
Organizational
BDT 15,000/=

Individual BDT
7,500/=

**No. of
Participants: 40**
(Max)