



Communication Techniques for Success

April 18, 2015 The Nishat Hotel - Lahore | **April 20, 2015** Mövenpick Hotel - Karachi

Course Overview:

In the information age, we have to send, receive, and process huge numbers of messages every day. But successful communication is about more than just exchanging information; it is also about understanding the emotion behind the information.

Successful communication techniques can improve relationships at work, home and in any social situations by deepening your connections with others and improving teamwork, decision-making, and problem solving. It enables you to communicate even negative or difficult messages without creating conflict or destroying trust. "Communication techniques for success" combines a set of skills including nonverbal communication, attentive listening, the ability to manage stress in the moment and employing personal effectiveness for more impactful communication.

Learning Outcomes:

1. Discover how to structure correct and powerful communication material
2. Learn simple tricks for adding extra value to your written and oral communication
3. Present key concepts and ideas with power and enthusiasm
4. Win over tough bosses and peers with successful strategies pre and post communication

Who Should Attend:

This workshop has been designed for employees and managers across organizations in need of learning and polishing their communication and related personal effectiveness skills in order to stand out in the company and pave their way to corporate success.

...only from Octara!!!

For Details & Registration

Karachi 021-34536306-12-14, 021-34547141 | Lahore 042-35763063 - 64
register@octara.com | www.octara.com



Course Facilitator:
Kanwal Akhtar

MBA, Marketing - IBA
Karachi, A researcher on
employee engagement and
enablement

Significant experience in
prestigious organizations:
DHL, Reckitt Benckiser,
Colgate-Palmolive and Engro

Successfully trained over
1000 professionals on
personal effectiveness,
business communication and
marketing

Course Agenda:

Session 1:

Pre-planning to Oral & Written Communication

- Introduction to various communication channels and systems
- Barriers to communication and what causes them
- The power of “Listening”

Preplanning to all communication

Session 2:

Writing your way to Success

- Basic writing rules and tips
- Types of written communication
- Responding to Business Letters (Agendas and making Minutes)
- Effective Memos
- Meetings
- Business Reports
- Reports: Basic guidelines, tips and examples

 **PRACTISE SESSION**

Session 3:

Mastering your Public Speaking and Business Presentations

- 3 Ps for effective oral communication
- Employing persuasion in selling your point in presentations – the AIDA model
- Audience engaging tactics for public speaking
- Improving your non-verbal communication
- Reducing stress and speaker's anxiety

 **BONUS ACTIVITY:** Discover your “Presenter Personality”

- Format and technical properties of successful business presentations


 **BONUS INSIGHTS:** Slide Designs that create Magic!

- How to end your presentation effectively

Session 4:

Adding Personal Effectiveness to your Communication

- Being well groomed is crucial for success

 **BONUS INSIGHT:** Personal Grooming Tips – How to Dress Right for different corporate Scenarios!

- Communication rules for business etiquette:
- Greetings on different corporate levels and situations
- Introductions and how to get past initial awkwardness
- Etiquettes of body language
- Other etiquettes: cell phone and business card etiquettes

 **PRACTICE SESSION**





Course Facilitator: **Kanwal Akhtar**

With a Major in Marketing from IBA Karachi, Kanwal is an experienced trainer in the field of Marketing and Communication. Because she loves what she does, Kanwal happily merges her work and non-work time such that she is in online mode almost always. Her working style includes attention to details, diligence in implementation and concern for stakeholders. She has successfully generated several business relationships with HR across the country and maintains them with exemplary diligence. She moved into the training world and accumulated a large following in a short span.

Kanwal has significant experience in the fields of Marketing and Communication. She has hosted a multitude of events and has remained an active debater. Having worked in the Marketing Departments of prestigious organizations like Reckitt Benckiser, DHL, Engro-Polymer and Colgate-Palmolive, she has worked on projects concerning nation-wide BTL campaigns, Internal Branding and high budget ad campaigns. She has taught marketing related courses including “Persuasive Marketing” and “Marketing through Social Media,” which are now a regular part of the IBA Skill Development Program.

Having always been passionate about Marketing, when she is not conducting training sessions, Kanwal is also working at Digital Tribe a Social Media Agency as a Business Development Manager.

It’s large but it’s still personal’ - With a passion to connect to people and contribute to their lives, Kanwal spends most of her available time listening and coaching. Her trainings are a reflection of her beliefs: philosophy with energy, discussion with empathy and simulations with reality. She enjoys and is applauded for her trainings on Business Communication. The participants of Kanwal’s trainings and workshops are from various organizations and a myriad of industrial sectors. Her course on “Marketing through Social Media” was specifically designed for small businesses wanting to gain exposure and business on social media platforms.

With a spark in her eyes and smile on her face, Kanwal is destined to turn minds for the better and bring about a difference.



Kanwal Akhtar has trained participants from

Here’s what past participants say about Kanwal Akhtar



She is very knowledgeable and undoubtedly an expert in her domain and she delivered the content very effectively. We learned a lot from this course.
Muhammad Jamil Akbar (GM-Import & Sales, CONTRACK (Pvt.) Ltd.)

I believe Kanwal has got good potential to deliver the knowledge and makes sure that she makes the class an interactive one. I must say that I will love to participate in all courses by Kanwal.
Zubair Karim (CEO, Naphco Pakistan Private Limited)

Although the trainer is a young female, she is confident and one of the best communicators!"
Shahzad Ur Rehman (Documentation officer ABL)



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Workshop Investment

PKR **12,000/- (+GST)**

(Fee per participant)

(GST Lahore 16% / GST Karachi 15%)

Fee includes course material, Octara Certificate, lunch, refreshments & business networking

For Registration & Details

Phone : 021-34536306-12-14, 021-34547141 (KHI)
042-35763063 - 64 (LHE)

Fax : 021-34520708

Email : register@octara.com

Web : www.octara.com

Payment

A confirmation letter/e-mail and invoice will be sent upon receipt of your registration.

Note: Full payment must be received in advance to confirm enrollment.

Send your cheque in favor of
Octara Private Limited
Muhammad Imran Anwer
Octara Private Limited
1/E-37, Block-6, P.E.C.H.S., Karachi.
Tel: 021-34534261, 021-34536315, Cell: 0321-2670041

Bring **Communication Techniques for Success** In-House

This workshop can be customized to suit specific need of your organization at significant savings.

Please contact Jason D'souza at jason.bosco@octara.com or call at 0332-2422732 for more details

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Training Calendar
Open Enrolment Programs

April

Bridging Generations at Workplace

Facilitator: Dr. S. A. Rab

April 6, Karachi | April 8, Lahore

Procurement Management

Facilitator: Nadeem Asghar

April 8 & 9, Lahore | April 20 & 21, Karachi

Enterprise Risk Management: ISO 31000

Facilitator: Jon McNish

April 13 & 14, Karachi | April 16 & 17, Lahore

Communication Techniques for Success

Facilitator: Kanwal Akhtar

April 18, Lahore | April 20, Karachi

Effective Financial Presentations

Facilitator: Ali Saeed

April 21, Karachi | April 23, Lahore

Selling Skills for FMCG Sales Force

Facilitator: Hassan Bin Rizwan

April 15, Karachi | April 18, Lahore

Technical Report Writing

Facilitator: Yalman Ansari

April 28, KHI | April 29, LHR | April 30, ISB