The Art of Persuasive Communication

September 11-13, 2019
MDI Campus Gurgaon
Background
Communications and Persuasive Skills are the most valuable tools that a Manager or a cross functional team leader needs to master today. Managers must be able to articulate plans, diffuse conflicts and handle concerns with competence and tact to lead teams to a problem’s shared solution. They must be able to communicate clearly and persuasively to shine in public forums and achieve breakthroughs. Effective persuasion is a difficult and time-consuming proposition, but it may also be more powerful than the command-and-control managerial model it succeeds.

Course Summary
This distinctive Art of Persuasive Communication programme focuses on enabling participants with a wide range of practical tools and concepts designed to strengthen executives’ abilities on how to open and maintain communications along with developing strong listening skills. Participants will learn how to use emotional and rational intelligence to persuade others in one-on-one situations. With an additional focus on communicating with passion and purpose, this 3 day programme develops the skills needed to develop impactful, structured and persuasive presentation. They will also acquire techniques for establishing credibility and managing nervous energy along with understanding crucial nonverbal aspects of communication: authority, energy and audience awareness. This highly interactive programme offers participants individualised assessment and group feedback sessions helping them achieve a blend of the skills, of content, structure, creativity, delivery and personal presence that make your pitch memorable.

Course Outline and Key Topic Areas include
- Understanding and developing your own communication style
- Developing and Maintaining Open Communications
- Communicating Effectively and Persuasively
- Art of influencing and convincing
- Maximising Nonverbal Communication
- Utilising effective Listening Skills
- Communicating with authenticity, clarity and coherence
- Communicating with Passion and Purpose
- Delivering a Persuasive Presentation
- Learning to secure “buy in” even before you present your plan or idea
- Developing the skills to reduce and handle objections to your ideas

Structure
The 3 day programme makes use of a number of highly dynamic and interactive teaching and training methods, including individual feedback sessions, case studies, classroom discussions, lectures, presentations and practical exercises. Participants are divided into small groups designed to foster a high level of trust between participants and faculty, thereby creating a powerful and enriching learning environment.

Who Should Attend
- Senior Leadership and High-Potential Executives
- Business Development and Marketing Teams
- Leadership in Non-Profit and Service Organizations
- Developers and Engineers
- People who have taken High-Impact Leadership and now wish to use their personal power to drive audiences and customers to “Yes”
- Motivated Individuals and Entrepreneurs seeking to develop profound leadership communications skills

Venue & Duration
The programme is scheduled during September 11-13, 2019 on residential basis at MDI Campus, Mehrauli Road, Sukhrali, Gurgaon. Accommodation for participants would be available at MDI campus from the afternoon of September 10, 2019 to the forenoon of September 14, 2019.

Discount Policy
With a view to our long term relationship with your esteemed organization, we are pleased to introduce the discount policy in a particular programme. The discount will be observed in the following conditions:
1. 10% Discount against 3-5 nominations
2. 20% Discount against more than 5 nominations

Registration & Fees
Participants should be nominated by their organizations. The enclosed nomination form should be completed and returned with all the details.

The fee of the program is Rs. 36,000/- (Rupees Thirty Six Thousand only) per participant which includes professional fee and all charges for lodging and boarding and supply of course materials. GST as applicable will be charged extra in addition to the programme fee. Payment should be made by a crossed Demand Draft/Cheque/NEFT/RTGS in favour of “Management Development Institute, Gurugram (Haryana)”, and send to the Chief Administrative Officer (Programmes), Management Development Institute, Sukhrali, Mehrauli Road, Sector-17, Gurugram 122001, Haryana, INDIA.
Important Dates
The last date for receipt of nominations is August 28, 2019 and the last date for withdrawal of nominations is August 30, 2019. Any withdrawal received after this date will be subject to deduction as per the Institute’s rules. However, substitution may be permitted. Nominating organizations are advised to await confirmation of acceptance of nominations(s) before sending the participants to the programme venue.

Enquiry
For any additional information/enquiry, please write to:
Chief Administrative Officer (Programmes),
Management Development Institute,
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Faculty Profile
Dr. Neera Jain
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Dr. Neera Jain obtained her M. Phil and Ph.D degrees from Aligarh Muslim University, Aligarh, India in 1990 and 1993 respectively. She is a licensed Practitioner of Neuro Linguistics Programming (NLP). She is also an accredited trainer on MBTI and FIRD-B from APP. She has been certified for the use of CPI 260 - a leadership development tool by California Psychologists (CPP). She has a Post Graduate Certificate in the Teaching of English (PGCTE) from the Central Institute of English and Foreign Languages (CIEFL), Hyderabad and has qualified the National Eligibility Test (NET) of UGC.

Dr. Jain has taught and researched at reputed colleges including engineering and management institutes for about 28 years. She is actively involved in research, teaching, training and development at MDI. Her publications include research papers and case studies in reputed national and international journals. She has completed two externally funded research projects: “Communication Patterns and Personality Types of Indian Women Leaders” and “Crisis Communication in Organizations”. She has presented papers in International conferences. Her book on Effective Business Communication published by McGraw Hill has widely been appreciated. She has been a visiting faculty at IAE-AIX Graduate School of Management, France.

She is a prolific trainer and her training modules on Managerial and Leadership Communication, Negotiation Skills, Interpersonal Communication in Organizations, Cross Cultural Communication, Developing Women Leadership and Business Etiquette have received overwhelming appreciation from participants across various levels in Public and Private Sector organizations like Hyundai Motors, Barclays, Hero Future Energies, Nucleus Software, Jubilant Food Works, Shriram Pistons and Rings, Oberoi Group of Hotels, Vodafone, NSPCL (NTPC), CPWD, HAL, RITES, JK Laxmi Cement, NK MINDA, NIC, BEL, ONGC, JINDAL Steel, BPCL, Central Electricity Authority, IOCL, Bureau of Police Research and Development etc. She has conducted Training Programme for Japanese Company, Tejgin for two years. She is currently doing programmes for National Banking Institute of Nepal. Dr. Jain has received MDI’s coveted Awards for “Excellence in Teaching” in 2011; Excellence in Continuing Education (Training) in 2017 and 2019.

Dr Niva Bhandari
Assistant Professor, Business Communication
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Biography
Dr Niva Bhandari is a Faculty in Business Communications at MDI - Gurgaon with over 15 years of experience in the development, management and presentation of training programme and courses, both nationally and internationally. She is certified Occupational Personality Questionnaire (OPQ) Assessor and a certified Learning and Development professional. She has designed and deliverred training in both in-company and open training programmes. For her training, she has received appreciation honours from many organizations in India and abroad. She is also a visiting faculty and trainer with few IIMs and is impaneled as a trusted trainer by a few organizations.

Dr Bhandari is a recipient of the “Femina Woman Super Achiever Award 2017” which was awarded to her for her work by Times Ascent, World HRD Congress and the World Women Leadership Congress.

Dr Bhandari is a Harvard Business Publishing certified Case method specialist and uses cases extensively for her training. She has presented research papers at various National and International conclaves/conferences in India and abroad including the one at King’s College, London-UK in 2010; Academy of Marketing Conference, 2010 at Coventry – UK; 6th Asian Business Research Conference in Bangkok-Thailand, 2013 and another one on Sustainable touristic practices at Bali-Indonesia, 2014. She has co-authored the book entitled, "The Emerging Themes in Strategies". She is also a member of the Editorial board and reviewing panel of few journals.

She has been a Gold Medalist both in her Graduation and her Human Resource Management post graduate course. A senator at her University, she finished her doctorate in Australian Literature and Post-colonial Studies in the year 2006 on Merit Research Scholarship. She has honours, scholarships, and awards from the Ministry of Education and Youth Services, Govt. of India and the Ministry of Human Resources and Development, Dept of Education, Govt. of India.
Management Development Institute Gurgaon one of the leading Business Schools in India is consistently ranked among the top B-Schools of the country by reputed agencies and publications. MDI has the distinction of being the first internationally accredited Indian Business School having received international accreditation by Association of MBAs (AMBA) London in 2006. The long-term programmes of MDI have recently been reaccredited by AMBA (AMBA) London reaccreditation in 2013 & 2015 and South Asian Quality Assurance Systems (SAQS) Re-Accreditation in 2013. The accreditation across the programme offerings vouche for the international quality of education imparted at the Institute.

MDI Gurgaon is a flourishing cauldron of excellence in management education, high quality research, executive development and value added consultancy. Having established its footprint worldwide, MDI’s vision is to become one of the top business schools in the world by incorporating world’s best academic practices in all its programmes, namely management and executive programmes, and training programs for the top management of the corporate world. MDI’s offerings are continuously updated in keeping with the ever changing global business environment, social responsibilities, while setting high standards for all our stake holders.

MDI has consistently focused on designing practice oriented learning and a contemporary industry-focused curriculum, driven by our strong corporate interface. This unique blend of MDI’s global perspective and strong industry linkage contribute towards bringing best practices to corporates, through training programs as well as action-centric research and consulting. Further, it leads to collaborative research in global, cross-cultural areas of management, jointly with top-notch research driven institutions world-wide. This research has led to MDI taking a leading role in business and economic development.

MDI’s 70+ national and international faculty drawn from academics and industry make the teaching-learning process more meaningful by providing the right mix of practical insights and academic rigour. The Institute is committed towards creating a community which is vibrant and which provides a lifelong learning experience and professional development. MDI offers the following long duration programmes: PGPM, PGP-HRM, PGP-IM, NMP, PGP-EM, PGPMT, PGP-PPM & FPM.

Continuing Education
MDI is the largest school for continuing education in the country. Business organizations in today’s world are competing in an extremely dynamic and complex environment. To cater to the need for continuous upgradation of individual and organizational capabilities, with over 45 years in this field, MDI conducts nearly 200 weeks of intensive short-term training programs each year. These include open programs, as well as customized organized specific training modules. These programmes help executives broaden their understanding and improve their skills to face challenges at higher positions. MDI has alliances with international business schools, industry and individual experts to offer joint programmes to address the diverse needs in continuing education.

Research and Consulting
Research and Consulting at MDI are a way to partner with the industry to resolve challenges in an ever changing environment and a way to continuously strengthen the interface between academics and practice. Faculty members independently carry out action research and consulting. MDI has the distinction of being involved in large, complex and high quality consulting projects which help the industry with cost effective, ethical, reliable and high quality solutions of strategic value.

Research is an important constituent of MDI’s vision and mission. Consequently, MDI expects its entire academic community to be research active and to carry out research work of a consistently higher international standard that can contribute to the national goals of innovation, socio-economic development and environmental sustainability. Research can be undertaken directly by one or more faculty members, or through Centers of Excellence, which are independent entities within MDI that carry out research through their members.

MDI’s International Relations
MDI nurtures a vision to be a truly global business school. As economic networks gain eminence over geographic boundaries, MDI realizes the emerging role of international markets and the need for B-schools to groom managers with an international perspective. MDI has active linkages with Queensland University of Technology, Brisbane, Royal Melbourne Institute of Technology (RMIT), Melbourne, University of South Australia, Adelaide, South Australia; Vienna University of Economic & Business Administration, Vienna; Royal Institute of Management Development, Brussels, The Faculty of Applied Economics, University of Antwerp, Antwerp, Louvain School of Management, Louvain-la-Neuve; Fundação Instituto de Administração (FIA), Brazil, DeGroote School of Business, McMaster University, Ontario; University of Waterloo, Waterloo, Richard Ivey School of Business, Ontario, Huazhong University of Science and Technology (HUST), School of Management, Wuhan, Aigle College of Economics & Management, Shanghai Jiao Tong University, China, Cyprus International Institute of Management - Nicosia, Cyprus, Copenhagen Business School, Copenhagen Aarhus School of Business, Aarhus, Middelsex University, London, Aston Business School, Aston University, Birmingham, University of Tampere, Tampere, SREMA Business School, ESCP Europe, Paris EDHEC Business School - Roubaix Cedex 1, Paris, IAE Aix en Provence, Puyrillard, Total Professors Association (TAP), Paris, Toulouse Business School (TBS), Grenoble Ecole de Management, Grenoble Sciences Po Lille, Lille, Bergische Universität Wuppertal, Wuppertal, Frankfurt School of Finance & Management, Frankfurt, HHL Leipzig Graduate School of Management, Leipzig, Manchester Business School, Munich, FFBZREICH University – ALBA Graduate School Business (Greece), Athens University of Economics and Business, Athens, Hungarian Logistics Association, Budapest, University of Szeged, Szeged, Bocconi University, Milan,Universita Carlo Cattaneo (LIUC), Castellanza, Nagoya University of Commerce & Business - Nagoya, Japan, Almaty University, Malaysia, Universiti Sains Malaysia, Pinang, Malaysia, Groupe Institut Superieur De Commerce Et D'administration Des Entreprises - Groupe Iscae, Morocco, Napoli Administrative Staff College, Jowalakhel, Lalitpur, Nepal, Kathmandu University School of Management, Patan, Lalitpur, Nepal, Norwegian School of Management BI, Sandvika, Nordic Centre in India, University of Oslo, RSM Erasmus University, Rotterdam, Lahore University of Management Science (LUMS), Lahore, Graduate School of Business Economics, Higher School of International Commerce and Finance (WHIHPM), Warsaw, Warsaw School of Economics, Warsaw, ISCTE - Instituto Universitário de Lisboa (ISCTE-IUL), Lisbon, Portugal, The Russian Presidential Academy of National Economy and Public Administration (RANPA), Russia, Moscow International Higher Business School “MBIS”, Moscow, School of Economics and Business, Marihov, University of the Free State, Bloemfontein, BEM School of Management, Dakar, ZHAW School of Management and Law, Zurich School of Management, Asian Institute of Technology, Pathumthani, The National Institute of Development Administration(NIDA), Bentley College University, Massachusetts, Marquette University, Wisconsin, Milwaukee, North Carolina State University, Raleigh, North Carolina, Robert H. Smith School of Business, University of Maryland, School of Public Policy, George Mason University, Arlington, Virginia, The University of North Carolina, Kenan-Flagler Business School, Chapel Hill, Smeal College of Business, Pennsylvania State University. The process of building linkages began more than a decade ago and today MDI has partnerships in almost every continent of the globe. In fact, MDI is the first B-school from India to partner with a B-school in Africa. The international partnerships encompass a gamut of interests such as joint research, executive education, and development of academic material, collaborative work on projects of international scope, faculty exchange and student exchange.