The Art of Persuasive Communication

September 18-20, 2017
MDI Campus, Gurugram
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 18-20, 2017 on residential basis at MDI Campus, Mehrauli Road, Sukhrali, Gurgoan. Accommodation for participants would be available at MDI campus from the afternoon of September 17, 2017 to the forenoon of September 21, 2017.

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. Service Tax 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, Gurgaon (Haryana)”, and send to the Chief Administrative Officer (Programmes), Management Development Institute, Sukhrali, Mehrauli Road, Sector-17, Gurgaon 122001, Haryana, INDIA.
**Important Dates**

The last date for receipt of nominations is September 13, 2017 and the last date for withdrawal of nominations is September 15, 2017. 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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**Campus**

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**Faculty Profile**

**Dr. Neera Jain**

Associate Professor & Area Chairperson, Business Communication
Chairperson, Corporate Communication

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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 FIRO-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 22 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 presented papers in international conferences on Rural Marketing Communication Strategies. She has completed two externally funded research projects: “Communication Patterns and Personality Types of Indian Women Leaders” and “Crisis Communication in Organizations”. Her book titled “Effective Business Communication” by McGraw Hill (2012) has widely been appreciated. She is a prolific trainer and has received overwhelming appreciation from participants across various levels in Public and Private Sector organizations like Hyundai Motors, Barclays, Oberoi Groups, Vodafone, NSPCL (NTPC), RITES, JK Laxmi Cement, NK MINDA, NIC, BEL, ONGC, JINDAL Steel, BPCL, Central Electricity Authority, Oil India Ltd, Bureau of Police Research and Development etc. Participants from other countries attend her Open Programmes. Dr. Jain has received coveted MDI awards for “Excellence in Teaching - 2011” and “Excellence in Continuing Education (Training) - 2016.

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**Dr. Niva Bhandari**

Assistant Professor, Business Communication
Coordinator - Corporate Communications

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**Biography**

Prior to her stint with MDI-Gurgaon, Dr. Niva Bhandari served as the Pan Area Chair – Business Communication, for all the Jaipuria Campuses (Lucknow, Noida, Jaipur, Indore) for 4 years. Dr. Bhandari has over 12 years of training and teaching experience. As a Communication professional, she has worked with Indian Institute of Management (IIM) – Ahmedabad, ICFAI and Central University of Rajasthan. Dr. Bhandari has successfully attempted at complete Revamping, designing and initiating Business Communication credit and audit courses for various institutes.

A first divisioner throughout her education and a Gold Medalist in Graduation, she completed her Doctorate in 2006 on Merit Research Scholarship from her University. She was awarded National Scholarship by the Ministry of Education and Youth Services, Govt. of India for her excellence in studies in the year 2002 and by the Ministry of Human Resources and Development, Dept of Education, Govt. of India for two consecutive years in the year 1997.

She has published and presented research papers at various levels in National and International 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-Thaiand, 2013 and another one on Sustainable touristic practices at Bali-Indonesia, 2014.

She has also organized many Faculty Development Workshops (FDP/FDW) for her fraternity.
The Management Development Institute (MDI) was established in 1973 with the active support of IFCI following an initial grant received from KFW West Germany. The Institute soon established itself as one of the earliest centers for continuing education in India.

As an endorsement of its front runner position in the field of Post Graduate Education in Management in India, MDI’s PGPM (a two-year full time MBA equivalent program) has been awarded “A” Grade by the National Board of Accreditation of All India Council for Technical Education (AICTE). Various surveys have ranked MDI among the top B-schools of the Country. The MDI is the first Indian B-school with Global accreditation AMBA-Association of MBAs, UK. The education programs comprise of two-year full-time PGPM, PGP- HR, PGP-IM, 15-month Executive PGDBM, three-year Executive Management Program, Doctoral level FPM I EFPM, Post Graduate Program in Energy Management, and PG Diploma in Public Policy and Management. In addition to its academic programs, MDI has been a pioneer as well as a market leader in the area of continuing education in management. With over 43 years in this field, MDI conducts nearly 200 weeks of intensive short-term training programs each year, aimed at executives and managers from industry. Over 3000 managers participate in these programs each year. These include open programs, as well as customized organization specific training modules. The approach integrates latest knowledge with best practices through integrated business school activities enabling organizations in pursuit of excellence.

MDI offers consulting services in the different functional areas of management. The driving force at MDI is a dedicated team of distinguished faculty who has extensive experience and expertise in diverse fields. Over the years, there has been distinctive shift in emphasis from helping design and implement policies, systems and processes in functional domains to cross-functional domains. The institute is recognized by the industry (public and private), Central and State governments, and NGOs and is known for providing quality services to its clients. MDI always strives to provide high quality, cost-effective and timely services to the clients. It has remained contemporary through its primary focus on research, adapting to change and developing innovative strategies to facilitate the process of change in the dynamic business environment. The institute’s clients say that it has been able to add value to them by bringing in a strong cross-functional emphasis in their approach to carry out business.

As part of its strong research focus, MDI supports the following research initiatives:
- Centre for Supply Chain Management
- Centre for Excellence in Information Management
- Centre for Entrepreneurship
- Centre for Transformational Leadership
- Centre for Corporate Governance
- Centre for Responsible Business
- Centre for Positive Scholarship

MDI maintains high level of academic excellence in management. It has over 80 full-time faculties who have several years of experience having worked at senior positions in the industry. The faculty is thus able to deliver a healthy mix of practical insights and academic rigor in the classroom. MDI also has strong links with leading international B-schools. This aids in delivering a globalized management curriculum. As part of the global initiatives, student and faculty exchanges go on regularly. Joint research projects are also undertaken. Above all, MDI has a well developed state-of-the-art infrastructure, which includes a library with a collection of over 60,000 volumes, and online access to international journals, a computer center with over 500 PCs, air conditioned lecture halls and syndicate rooms, besides a host of other recreational facilities.

**MDI’s International Partners**

MDI has active linkages with McGill University Canada, University of Waterloo, Waterloo, School of Public Policy, George Mason University USA, University of Connecticut, USA, Cambridge College, Massachusetts. USA, DeGroote School of Business, McMaster University Canada, Robert H. Smith School of Business, University of Maryland, USA, Marquette University Wisconsin. USA, Bentley College, USA, The University of North Carolina, Kenan-Flagler Business School, Chapel Hill, USA, Northern Carolina State University Raleigh, North Carolina, USA, ESCP-EAP, France, EOHEC Business School, France, The Institute d’Etudes Politiques de Paris (Sciences-Po), IAEAix-en Provence, France, Total Professors Association (TPA), Paris, Grenoble Ecole de Management, Grenoble, Bergische Universitat Wuppertal, Wuppertal, HHL Leipzig Graduate School of Management, Leipzig, International University in Germany, Bruchsal. European Business School - Oestrich-Winkel, Frankfurt School of Finance & Management. Frankfurt, Vienna University of Eco. & Business Administration, Austria, Copenhagen Business School, Denmark, Aarhus School of Business, Denmark, Solvay Business School, Brussels, The Faculty of Applied Economics, University of Antwerp. Belgium, BI Norwegian School of Management, Norway, Universita Carlo Cattaneo. (LiUC) Italy, Bocconi University Milano, Warsaw School of Economics. Poland, Graduate School of Business Economics, Higher School of International Commerce and Finance (WSIHFM), Warsaw, Middlesex University London, UK, School of Management, Asian Institute of Technology, Thailand, Queensland University of Technology Brisbane, University of the Free State. Bloemfontein, University of Otago, Dunedin, Leon Recanati Graduate School of Business Administration, LAHAV Executive Education Centre, Faculty of Management, Tel-Aviv University, Tel-Aviv, Israel, University of Tampere, Finland, Lahore University of Management Sciences (WMS), Pakistan, RSM Erasmus University Rotterdam, Athens University of Economics and Business, Athens, Moscow International Higher Business School “MIRBIS”, Moscow, Huazhong University of Science and Technology (RUST), School of Management, China. These linkages operate in the domains of exchange of students, faculty and knowledge. Some executive education programs are co-designed and delivered along with our partners. MDI now has developed a new niche market for foreign institutions in conducting international executive development programs at MDI campus.