

# COMMUNICATION STRATEGIES FOR LEADERS

## Introduction

The ability to communicate and present effectively is imperative for leadership effectiveness and success. Conveying information to a project team or delivering a difficult message is one of the most powerful skills for achieving the desired objectives. Apart from the basic principles of Communication that drive practice, organizations are striving to expand the reach of their digital services. There is a need to understand how newer platforms like social media can be utilized to communicate with the stakeholders. Leaders need to communicate their views effectively and adapt to different audiences in varying situations and circumstances. MDP on Communication Strategies for Leaders is an attempt to take a comprehensive look at the newer innovations in communication, and aims to equip the managers with the communication skills that are necessary to meet the new challenges in organizations.

## Objectives of the Program

1. To sensitize participants to leadership communication strategies
2. To help participants review their communication styles and strategies
3. To equip the participants to meet a range of communication challenges as a leader
4. To expose them to certain often neglected fundamentals of writing that win readers over
5. To help them review their business/technical writing styles with a view to spotting their strengths and weaknesses.
6. To equip participants to understand the effective ways of social media communication
7. To equip participants to understand the legal aspects of social media communication
8. To help them understand the common pitfalls and legal issues in public communication

## Pedagogy of the Program

The participant centered workshop methodology will be followed. Pedagogy involves interactive mix of case studies, experience sharing through discussion, relevant videos, and reflections.

## Indicative Content of the Program

1. Understanding communication process and communication barriers
2. Public speaking
3. Email and social media for business communication
4. Business letters and memos
5. Communication styles and assertiveness
6. Persuasive strategies in communication
7. Identification of legal issues in business communication and potential pathways to resolution
8. Legal aspects of communication within an organization

**Program Director: Prof. Shilpee A Dasgupta, Prof Rajiv Aricat & Prof Angshuman Hazarika**

**Fees (Per Candidate): Rs 19200+GST (Non Residential-In Campus), Rs 15000+GST (Online)**

**Proposed Dates: December 05 to 06, 2021**