

## **Professional Communication Skills**

A training program for professionals who seek to exude confidence, charisma & credibility

### **Training Description**

While it is important to develop your industry-specific hard skills, what is just as critical to your success are your soft skills. Soft skills, now known as **essential skills**, relate to how you work - how you interact with colleagues, how you solve problems, how you pitch your ideas and how you manage your work.

In our globalized, fast-changing work environment effective communication is recognized as an essential skill crucial to an organization's growth and success.

This practical and interactive course walks participants through workplace scenarios, in which they practice and develop strong communication and interpersonal skills. In this process numerous self-awareness and self-assessment exercises will increase your understanding of yourself and the perspectives of others.

Our focus will be on understanding how human beings tick, what makes them tick and so learn to make them tick in the way that we want through the art of communication. To this effect, we will analyze the principles of audience-oriented verbal, non-verbal and para-verbal cues, the science of influence, the anatomy of conflicts, the issues with trust, and the dynamics of conversations that go wrong.

### **Training Objectives**

Effective communication is one of the keys to a successful career no matter what field you work in, and many different skills contribute to a professional's capacity to communicate well. The objectives of this program are to help you improve the ability to:

1. Know the elements of credibility - how to gain it, and how to lose it.
2. Formulate an effective communication strategy for any message, in any medium, and in any situation.
3. Write & speak clearly, concisely, considerately and convincingly to create goodwill and ensure inclusivity.
4. Demonstrate the use of basic and advanced effective writing techniques that today's technology demands, including anticipating audience reactions.
5. Create dynamic formal & informal presentations, speeches and talks that are delivered with confidence and poise.
6. Develop a persona that exudes confidence and professionalism through the effective use of content, words, body language, and tone of voice.

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7. Develop the essential competencies of successful influencers & employ persuasive strategies to overcome resistance.
8. Recognize and address situations with co-workers that result from problematic behavior.
9. Communicate efficiently in a crisis and conflict scenario to ensure collaboration.
10. Design strategies that proactively set the stage for a problem-free work environment and minimize the negative impact of difficult behaviors and different crisis scenarios.
11. Develop team and interpersonal skills that contribute to effective and satisfying personal, social and professional relationships.

### **Learning Outcomes**

By the end of the program you will be able to:

- Understand the importance of communication as a strategic process
- Make communication decisions with an aim to achieve credibility and to increase your professional impact
- Be aware of stylistic, pragmatic and linguistic concerns specific for various professional contexts
- Craft professional messages catering to different rhetorical situations i.e. different purposes, audiences and contexts
- Become impactful public speakers who use Aristotelian rhetorical strategies, voice and body language to project confidence, command attention and connect with any audience
- Employ rhetoric and persuasive strategies to engage the audience, motivate them and call them to action
- Use influencing techniques to develop credibility, negotiate successfully and pitch ideas
- Discover tools and techniques that promote realistic expectations, maintain a peaceful working environment, encourage constructive feedback, and help resolve any conflict when it arises
- Understand the physiology and psychology of a crisis in order to devise mitigation, response, and reputation repair strategies
- Understand your unconscious biases and learn to overcome them
- Understand others and build better personal & professional relationships

### **Training Content**

Four modules i.e. topic areas will be covered in the course. These will not be dealt with in a sequential manner but rather through a case-study based approach. We will examine workplace scenarios and develop communication strategies for all and in turn examine the key topic areas and improve our communication & interpersonal skills.

#### **Module 1**

Strategic Crafting of Professional Communication

#### **Module 2**

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Culturally Sensitive & Inclusive Interpersonal Communication

### **Module 3**

Persuasive Communication

### **Module 4**

Public Speaking & Presentations

The materials, tasks, readings and videos are designed and developed by Dr. Aamna Khalid specifically for this training and are highly result-oriented dependent on interactive, discussion-based methodology.

### **Trainer's Profile**

With over 20 years of experience in the field of education and training and with 3 graduate degrees Dr. Aamna Khalid has designed & delivered workshops and courses in professional and leadership communication. She has assisted numerous professionals to stand apart from the crowd through refining essential communication & interpersonal skills & pitching themselves as a professional brand.

Her training areas include, but are not limited to, interpersonal skills, effective communication at the workplace, communication in conflict management, change communication, crisis communication, development communication, advocacy, persuasion and influence, digital and marketing communications, diversity & inclusion, impactful professional writing and visual rhetoric. She is also a mentor and trainer for aspiring entrepreneurs who aim to secure funding for their start-ups and develop their business ideas. In this context her expertise lies in design thinking, business model development and pitching to investors.

Her interactive workshops and courses are result-oriented, developed after in-depth learner needs assessments and are customized with key deliverables. Over the years she has devised her own brand of unique teaching techniques, training materials and assessment procedures.

She is also an expert facilitator for courses in critical and analytical thinking, academic writing, study skills, applied linguistics, TESOL, and teacher training.

As a professor at LUMS she has extensively worked with undergraduates and graduates (MBA; EMBA; MPhil), and with executive development trainees at REDC, LUMS-HR, CES, NOP, and ASP-USAID.

Aamna has vast training experience as an independent consultant being associated with (to name a few) The World Bank – Pakistan Projects; UNDP; The British Council; The Asian Development Bank; The National Incubation Center (funded by Ignite); REDC LUMS; Packages Ltd; The Civil Services Academy of Pakistan; The Federal Bureau of Revenue Pakistan; Beaconhouse National University; Kinnaird College Lahore; Devcon Consultants; Nur Concepts etc..

Her focus is on conducting personalized professional development trainings that equip executives with the skills necessary to excel in the Post-Covid world & to project a credible professional persona.

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### **Dr. Aamna Khalid**

For establishments that aim for strategic development and excellence, she offers customized executive and organizational development consulting services.

Dr Khalid holds educational qualifications from Pakistan, UK and USA in Leadership and Management with a specialization in English for Specific Purposes & Pedagogy for Adult Learners. Along with 2 Masters degrees and a PhD she has numerous executive certifications in strategic communication, persuasive rhetoric, digital communication and personnel development from the Harvard Business School & MIT Sloan, USA.

*\*The training outline, content, materials, tasks, readings and videos are designed and developed by Dr. Aamna Khalid and are her intellectual property. Use of any material without her prior permission is not recommended and should be avoided.*