



JAIN
DEEMED-TO-BE UNIVERSITY

CMS BUSINESS
SCHOOL



present

Brand Yourself *with* **Impactful Communication**



29th - 30th August, 2019

OVERVIEW

In today's highly competitive market as well as scenarios, it is a must-have to be able to create an impression, to be able to stand out and to be distinguishable.

To be able to do so, one has to create your own branding. Personal branding comprises of certain essential qualities such as communication skills, presentation skills and self-confidence. But at the same time, it is also inclusive of character, which is a driving force in establishing one's personal brand. It is a balanced combination of these skills that will establish your personality and brand. Your personal image has to be a succinct message to those around you conveying to them about yourself – your persona, your values and your skills.

Developing your personal brand goes a long way in helping you towards your goals in both personal and professional life. With effective communication, body language, action and reaction, you definitely tend to be able to control the first and subsequent impressions you make on your fellow beings, which in turn translates into their confidence in you.

Being an excellent communicator doesn't mean that the person is only a wonderful speaker. It is two-fold – it means the person leverages on language to powerfully impact his listener so that the listener is able to reciprocate in the way the speaker would like to and that is no easy task; one has to learn it. Those who master this art are capable of strengthening the bond between themselves and their audiences, causing them to be influenced by you, and probably even like, respect and idolize you.

Our programme will be touching upon various aspects of developing the participant's overall personality.

OBJECTIVES

This programme will cover on the following areas of personal development and branding.

- Communication
- Thinking Abilities
- Branding Self
- Presentation Skills



CONTENTS & METHODOLOGY

The programme will cover the following areas:

- An overview to Communication & its importance
- Types of Communication & dealing with challenges
- Active Listening & its merits
- Thinking tools and approaches
- Evolving your Communication capabilities
- Developing Brand 'You'
- Flexing/Adapting Behaviors to optimize personal equations
- Presenting yourself effectively

This programme will enable participants to learn experientially and include classroom exercises, role -plays, case studies, discussions and assessments.

PARTICIPANT PROFILE

This programme is ideal for Junior to Mid-Level Executives & Managers, across functions without any restriction to industry.

Managing teams	Managing Client Relationships	Reporting & MIS	Public Relations
Inter-functional coordination	Vendor Relations	Sales & Marketing	Human Resources

FACULTY

This programme will be led by Gladys Narula, Founder & Chief Facilitator at Execore Spectrum. She comes with a cumulative 20 years of corporate experience in the areas of Business Development, Operations, Talent Development, Building Teams and Relationship Management. She has rich blend of cross functional and cross industry exposure through her work in ITES, BPO, BFSI, Information Services & Education sectors, where she has been instrumental in setting up, driving and stabilizing processes and units. Her strongest contribution across her diverse experiences is her ability to source, develop and raise strong teams to ensure fulfilment and customer delight.

She specializes in vital executive skills like Communication, Interpersonal Effectiveness, Team Building, Responsiveness to Change & Dynamic Leadership, continues to hone people skills and has trained executives from organizations like *Aditya Birla Capital, Amway, Brenntag Ingredients, Owens Corning India, Capgemini, Cyril Amarchand Mangaldas, IDBI Federal Life Insurance, Netmagic, Nivea India, Jenburkt Pharmaceuticals, Pfizer, Munters India, Temple Packaging, Minda Group, United Breweries, Visa Coke,* amongst several others.

Gladys holds a Bachelor's degree in Commerce with a major in Accounting & Economics from the University of Mumbai. She is also a Certified Professional Behavioural Analyst & a Belbin Team Roles Consultant & Trainer, accredited by Belbin, UK.

Her experience in the space of executive learning and development spans more than a decade as a result of which she is closely versed with present day executive skill gaps. She envisions to support the learning needs of a young and growing corporate India.

VENUE

This programme will be conducted at the CMS Business School, Jain (Deemed-to-be University), No. 17, Sheshadri Road, Gandhi Nagar, **Bengaluru** 560 009.

About CMS Business School

CMS Business School, an integral part of Jain (Deemed-to-be University), is India's leading business school with an international perspective. CMS is a place where ideas are born, theories are debated and business is imbibed. Much more than a source of knowledge, it is a catalyst that can make a difference to the career and the personal progression of its students. CMS Business School has been ranked 21st in South Zone in 'The Week – 2017 Hansa' Research Survey, ranked 9th in CSR - GHRDC Survey, secured a Rank – Band 76-100 from National Institute of Ranking Framework, Ministry of HRD, Government of India and it has also been awarded 'A ★' Grade in KA by CRISIL. Our MBA program has a strong foundation in academic research; it is designed to tackle the real issues faced by international business community today.

About Execore Spectrum

Execore Spectrum is a new generation executive learning and people development firm that partners with individuals and organizations and works with them towards achieving and upholding optimal performance as envisaged by businesses. We team up with organizations to understand their challenges in learning and development areas and work jointly to grow and maximize their human capital.

PROGRAMME FEES & PAYMENT METHODS

The programme fee is **INR 12,000/-** plus taxes. The fee comprises of tuition fee, programme materials , morning & evening tea/coffee and lunch for both days.

The programme fee should be received latest by **5th August 2019**. In case of cancellations, the fee will be refunded only if a request is received at least 21 days prior to the start of the programme, else it will be adjusted in the future editions of the programme.

EARLY BIRD DISCOUNT: You can avail early bird discount of 8% in case of nominations that are received along with payments on or before **29th July 2018**.

PAYMENT METHODS

The programme fee can be paid in any one of the following ways:

[A] ELECTRONIC FUND TRANSFER:

1. Name of Beneficiary: EXECORE SPECTRUM LLP
2. Bank Name & Branch: IDFC Bank | Current A/C No.: 10010554612 | IFSC: IDFB0040101
3. Transaction Remarks – *kindly mention programme name*
4. PAN: AAGFE7267D
5. TAN: MUME11972C

After making the payment, please email us the complete transaction details on programmes@execorespectrum.com, so that we can correlate your payment to your nomination(s).

[B] DEMAND DRAFT / CHEQUE PAYABLE AT PAR AT MUMBAI

The cheque/draft should be in favor of "EXECORE SPECTRUM LLP" and sent directly to the office address through courier or speed post.



RSVP

for Nominations & Inquiries, please connect with us:

EXECORE SPECTRUM

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