Persuasive and Strategic Communications for Business Leaders Online Program

The Art of Effective Writing, Active Listening, Influential Speaking, Purposeful Personal Branding and Pitching for Business

Five half-days starting February 16, 2021
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OVERVIEW
Great communicators are not born, they are made. Training, practice, and preparation are what make great communicators compelling. In this program, participating leaders will learn essential tips and techniques, as well as receive practical guidance, as they make their business and personal communications clear, direct, and intentional. They will take charge of their individual key differentiators and apply them across various communication touchpoints, such as writing, speaking, and presenting.

PROGRAM OBJECTIVES
- Develop the participants’ self-awareness and learn how to communicate the same through a ‘Personal Brand Statement’
- Develop a broad toolkit of communications techniques
- Understand the application of specific methods and leverage the same
- Learn the subtle principles of ‘listening’ and ‘non-verbal communications’
- Gain confidence in speaking, presenting, and pitching

WHAT YOU WILL LEARN
Day 1: Knowing Your Personal Brand
Communicating your key differentiators and brand story is the foundation to a solid career. People first invest in YOU before they buy into your communication touchpoints. Understanding the 3-step process that helps connect the dots between your values and passions and then be authentically seen, heard, and sought at work and beyond.

Day 2: Effective Writing
Techniques and tips to write in ways that drive change. Hands-on exercises that kickstart the writing process in combination with persuasive techniques, principles and appeals that are both attention grabbing and action-oriented. Proven methods from business consulting that ensure clarity in content.

Day 3: Active Listening and Non-Verbal Communications
A deeper look at this much discounted communications aspect which is the foundation to all business success. Deconstructing the listening process and learning new ways to listen more intently and provide non-evaluative feedback that is less intrusive and more productive. Leveraging non-verbal techniques for rapport and connect with clients and peers.

Days 4 & 5: Speaking + Presenting + Pitching
Speaking and Pitching are learned skills and these 2 sessions will focus on applicable and tested techniques that will help structure and deliver a memorable speech. Storytelling with data and visuals combined with message mapping techniques and pitching ideas will be analyzed. Participants will push themselves out of their comfort zones as they put to practice these techniques.

PROGRAM SCHEDULE
February 16, 18, 23, March 2, 4, 2021
8:30 AM to 12:00 PM (GMT+08) on all dates

PROGRAM FORMAT
Delivered online via live virtual interactive sessions in Zoom

PROGRAM FEE
PHP 25,000.00 or USD 500.00
*USD 1 = PHP 50.00

Post-Graduate Stackable Certificate: Marketing Management = 1 Unit

YOUR PROGRAM FACULTY

Harini Chari
Clinical Professor, Leadership
Asian Institute of Management

To find out how you can participate, contact us at SEELL@aim.edu or visit https://go.aim.edu/seellinquiries

Download our latest program calendar at https://go.aim.edu/seellprogramcalendar

FOR INQUIRIES:
School of Executive Education and Lifelong Learning, Asian Institute of Management
Eugenio Lopez Foundation Building, Joseph R. McMicking Campus
123 Paseo de Roxas, Makati City Philippines 1229
SEELL@aim.edu | +632 8892 4011 | www.aim.edu
KEY BENEFITS
At the end of the course, participants will know:

- How to be remembered
- How to effectively persuade through speech and the written word
- How to leverage body language and harness’ presence
- How to present and pitch ideas through compelling stories
- How your personal brand works in tandem with your communications that could result in a unique overall business experience

WHO SHOULD ATTEND
This program is designed and curated for advancing professionals across industries who seek to hone their business presentation, writing, speaking, listening skills.

Along with offering a keen understanding of their Personal Brand, this course is a must for all types of business leaders in any organization who wish to be seen, heard and sought across all platforms.
Learning Content

The Persuasive and Strategic Communications for Business Leaders Online Program is broken down into five half-days.

Day 1: Knowing Your Personal Brand

Day 2: Effective Writing

Day 3: Active Listening, Non-Verbal Communications

Day 4: Speaking, Presenting, Pitching

Day 5: Speaking, Presenting, Pitching
Your Program Faculty

Harini Chari
Clinical Professor, Leadership
Asian Institute of Management

Prof. Harini Chari is a brand and communications strategist by education and a people developer by passion. She energizes and aligns brands of leaders, professionals and entrepreneurs such that they connect the dots and present themselves in a compelling manner on paper, online and offline. With two decades of experience across Asia, US and Europe, Harini has led the brand strategy for organizations such as Amcham-Finland, National Council of Social Service-Singapore and strategic planning for brands like L’Oréal, Nestle and Tiffany’s at McCann Erickson. She is a career brand coach and change consultant at Lee Hecht Harrison, Singapore. Harini has featured in both, Singapore & Swedish television news channels. Harini has a master’s in advertising from Michigan State University and is a REACH (Pioneer Institute in Personal Branding, USA) certified Personal Branding, 360-degree branding strategist.