



Institute of
Business Administration
Karachi

Leadership and Ideas for Tomorrow



Power Talking

**POWERFUL
COMMUNICATION TO
LEAD**

A unique 12 hours course for **professionals** who face difficulty in **communicating fluently.**

Topics Covered:



“Effective communication is 20% what you know and 80% how you feel about what you know.”

Date: July 10-19 2017
(Every Monday & Wednesday)
Timings: 6:00 pm to 9:00 pm
Venue: IBA City Campus
Training Investment: PKR 10,000/-

- ✓ Ingredients of communication leadership
- ✓ Projecting credibility, confidence and charisma
- ✓ Building instant rapport and energy
- ✓ Crafting coherent communication
- ✓ Creating memory hooks and use of space anchorage
- ✓ Overcoming speech anxiety
- ✓ Powerful body talk to influence and lead

This course will build your **confidence** by giving you opportunities to **practice your speaking skills**

TRAINER:

Aysha Anas Iftikhar has an established track record of training design and delivery and brings quality content and high energy to her workshops. The innovative design of her workshops emphasize experiential learning.

Aysha is a gold medalist and position holder from the Institute of Business Administration (IBA). She has taught diverse courses to both undergraduate and graduate students and supervised over 200+ research projects at the graduate level at the Institute of Business Administration (IBA), Karachi. She has published research papers to her credit and has received intensive training sponsored by the HEC.

A few of her clients include Higher Education Commission (HEC), Federal Bureau of Revenue (FBR), Small and Medium Enterprise Authority (SMEDA), Organization of Islamic Countries (OIC), SAMI Pharmaceuticals etc.



Registration form and Fee Voucher are available at our website: <http://summerschool.iba.edu.pk> Fee is to be deposited in cash / pay order in any branch of FAYSAL BANK Ltd., A/C No. 110-2162113-006.

No fee will be accepted in cash/cheque at our office.

Who should attend?

- ★ Junior & Mid-career executives who want to improve fluency in communicating in English Language.
- ★ Executives whose tasks involves meeting clients & giving presentations
- ★ Sales executives
- ★ Medical representatives
- ★ Speakers
- ★ Protocol officers
- ★ Front desk executives & Supervisors
- ★ Customer service representatives
- ★ Teachers
- ★ Students who intend to start their professional education soon.

For queries & information:

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