



asci
Leadership through Learning



Programme on

COMMUNICATION SKILLS FOR MANAGERS

January 27 - 31, 2020



ADMINISTRATIVE STAFF COLLEGE OF INDIA

INTRODUCTION

Organisations are facing unprecedented and often unforeseen challenges in meeting the growing expectations of stakeholders both internal as well as external. In order to sustain growth in such a competitive market environment, these organisations are constantly looking for strategies, which would result in cost reduction, improvement of productivity, and quality of products. These could be achieved to a certain extent through technological upgradation and absorption of new technology. It is observed that technological changes per se, without employees co-operation in the entire process would not yield the expected results. Managers have a crucial role to play in obtaining this co-operation.

Success of managers in this endeavor depends on how effectively they use their repertoire of communication skills. Effective communication involves use of a variety of skills appropriate to the situation. The present programme is designed to help the practising managers communicate effectively in various situations such as interpersonal interactions, group interactions, managing change and negotiations, and thereby contribute to overall organisational effectiveness.

PROGRAMME OBJECTIVES

The present Programme is a comprehensive application-oriented communication skills package designed to meet broadly the following objectives:

- To reflect on the way people communicate currently and enable them to diagnose and minimise the barriers they encounter in communication.
- To help them sharpen their verbal, non-verbal, and written communication skills.
- To understand communication as a strategic tool in achieving organisational effectiveness.

PROGRAMME CONTENT

The programme focuses on the following related topics:

- Organisational communication
- Connecting with stakeholders
- Writing skills
- Non-verbal communication
- Presentation skills
- Conferencing skills
- Negotiation and conflict management skills
- Listening skills
- Counseling skills
- Cross-cultural communication
- Performance review and feedback skills
- Managing Emotions in Communication

TARGET GROUP

The programme is suitable for senior and middle level managers of Government, Public, Private and Service Sector Organisations including Banks from all functional areas based in India and other neighbouring countries.

Organisational sponsorship is essential

TRAINING METHODOLOGY

The Training Methodology would include a mix of experiential learning exercises, video recording, skill practice, group work, role-plays and lectures followed by group discussions.

VENUE

The programme is fully residential and the participants will be accommodated in air conditioned single occupancy rooms. The College does not provide accommodation for the family. College will arrange transport between airport / railway station and venue. The College is WiFi enabled in a comprehensive way.

DURATION

The programme duration is from **January 27- 31, 2020**. The participants are expected to arrive a day before commencement and may leave after the conclusion of the programme.

PROGRAMME FEE

Residential Fee: Rs. 59,500/- (US \$1110 for foreigners) plus GST as applicable, presently 18% per participant. The fee covers tuition, board and lodging, courseware (in electronic form) and other facilities of the College including internet usage.

Non-Residential Fee: Rs. 49,500/- plus GST as applicable, presently 18% per participant. The fee covers tuition, course ware (in electronic form) working lunch and other facilities of the College including internet usage.

A discount of 10% on the Programme fee for three or more participants from the same organisation will be given, provided the payment is credited into our Bank account before January 24, 2020.

Note: Kindly forward us the details of Bank/Wire transfer of fee payment indicating the Programme Code (Prg/19-20/1/63) to e-mail: poffice@asci.org.in for confirmation.

Bank details are given below:

For Indian Participants :

Bank Account Number	62090698675
Beneficiary Name	Administrative Staff College of India
IFSC Code	SBIN0020063
Bank Name	State Bank of India
Branch Address	Bellavista Branch, Raj Bhavan Road, Somajiguda, Hyderabad - 500 082

For Foreign Participants:

Bank Account Number	62090698960
Beneficiary Name	Administrative Staff College of India
Swift Code	SBININBB327
Bank Name	State Bank of India
Branch Address	Bellavista Branch, Rajbhavan Road, Somajiguda, Hyderabad - 500 082.
Nostro Account (Optional)	6550992180

MEDICAL INSURANCE

The nominees are requested to carry with them the proof of Medical Insurance. The sponsoring agency is required to endorse the nominee's medical coverage in the event of hospitalisation.

LAST DATE FOR NOMINATION

Please use the prescribed/attached form. Last date for receiving nomination form is **January 20, 2020**. Kindly contact Programmes Officer for further details (contact details are given at the end of the nomination form).

LAST DATE FOR WITHDRAWAL

January 21, 2020. Any withdrawals after this date will entail forfeiture of fee paid, if any.

ASCI ALUMNI ASSOCIATION

Participants of the College programmes will automatically become members of the ASCI alumni association.

CERTIFICATE OF PARTICIPATION

The College issues a Certificate of Participation on conclusion of the programme.

PROGRAMME DIRECTOR

Dr. Prabhati Pati

e-mail: ppati@asci.org.in



ASCI is the first management development institution set up in the country at the instance of the Government of India and industry in 1956 to impart state-of-the-art management education for practicing managers, a legacy that we proudly take forward each year with a strong alumni of over 1,50,000. We are proud of our alumni which includes the leaders of Indian industry and senior Civil Servants in the government, public sector undertakings to be a part of this unique organisation. We are thankful to you all for the support extended in the past and look forward to your continuing patronage in 2019-20.

Also, ASCI conducts customized programmes for Government of India, State Governments, Public Sector, Private Sector and various international organisations. Our experienced faculty bring to the table a wealth of academic credentials, rich industry exposure and act as a catalyst in the classroom discussions, case study analyses and tutorials. Our faculty also conduct international programmes which provide an exposure to the global best practices. In addition to this, faculty at ASCI also carry out large number of management research activities (typically about 100 each year) which helps them provide the much needed value addition in the training programmes. In addition, we conduct non-residential programmes at our New Delhi Centre as well as off-campus programmes at the venue of the client's choice.



Administrative Staff College of India

Bella Vista, Raj Bhavan Road, Khairatabad,
Hyderabad - 500 082, India.

Telefax (Programmes Office) : 0091-040-23324365

Phone : 0091-40-66534247, 66533000, Mobile: 9246203535

Fax : 0091-40-66534356, E-mail: poffice@asci.org.in

Delhi Campus

C-24, Institutional Area

South of IIT, Behind Qutub Hotel

New Delhi - 110 016

Phone Nos: 011 - 26962204, 26961750, 26961850

Website : <http://www.asci.org.in>



ADMINISTRATIVE STAFF COLLEGE OF INDIA
Bella Vista, Raj Bhavan Road, Hyderabad - 500 082, India
Ph:0091-40-66533000 13 Lines, 66534247, 66534258 (D) Fax : 0091-40-66534356,
email: poffice@asci.org.in, URL:http://www.asci.org.in

Dr. Prabhati Pati
Programme Director

November 11, 2019

**Programme on
COMMUNICATION SKILLS FOR MANAGERS
(January 27 - 31, 2020)**

We have designed a programme for helping middle and senior level managers refine their communication skills to meet the challenges of the changing business environment.

Organisations are constantly gearing up to meet the growing demands and expectations of the external as well as the internal customers. Managerial decisions and organisational policies are ineffective unless they are clearly understood by those responsible for implementing them. In this regard, managers have a crucial role to play in persuading the employees to accept and cope with the changes and challenges in the workplace. Managers require a high degree of communication competence to achieve this.

The module on 'Communication Skills for Managers' is a comprehensive and application-oriented package. Your executives will find it both enjoyable and useful for accomplishing their organisational responsibilities and achieving organisational goals. The programme focuses on the ways and means to improve organisational communications and employee involvement.

The programme brochure and a nomination form are enclosed. Photocopies of the nomination form can be used for multiple nominations. Early nominations are advised to ensure that their nomination is considered on a first-come-first served basis. Kindly contact my office / Programmes Office for nominations and clarifications.

Please note that the nominees are requested to carry with them the proof of Medical Insurance. The Sponsoring Agency is required to endorse the nominee's medical coverage in the event of hospitalisation.

With best wishes,

Prabhati Pati

Encl: Programme Brochure & Nomination Form



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ADMINISTRATIVE STAFF COLLEGE OF INDIA
Bella Vista, Raj Bhavan Road, Hyderabad - 500 082, India

Nomination Form
Programme on
COMMUNICATION SKILLS FOR MANAGERS
(January 27 - 31, 2020)

Nominee's Contact Information

Name (Mr/Ms) _____	Date of Birth : _____
Designation : _____	Qualification : _____
Organisation : _____	
Address : _____	
Phone(s) : Office: _____	Mobile: _____ Home: _____
e-mail : _____	Fax : _____

Sponsors Details

Name of the Sponsoring Authority: _____	Designation: _____
Organisation : _____	
GSTIN Number: _____	
Address : _____	
	Pincode : _____
Phone(s) : Office: _____	Mobile: _____
e-mail : _____	Fax : _____

Fee particulars

Amount Payable :	Mode of Payment (DD/Ch/NEFT) :
Name of the Bank :	Date of Instrument/Transfer :
Instrument Number :	UTR Number for NEFT

Medical Insurance :

Name of the Insurance Agency	Policy Number	Validity upto

Note: Coverage should be available in Hyderabad, India.

Signature and Official Seal of the Sponsoring Authority :

NOTE : Forward nomination form to : **Mr. G. Srinivas Yadav, Programmes Officer**, Administrative Staff College of India, Bella Vista, Hyderabad-500 082. Phone : 0091-40-66534247, 66533000, Mobile: 9246203535, Fax: 0091-40-66534356, e-mail: poffice@asci.org.in