

Managerial Communication & Personal Leadership (MCPL)

A 2-Day Training on
Mastering the Skill of Managerial Communication and Leadership in the Workplace

Management and Leadership
Development Program



A program by

CENTRE FOR ENTREPRENEURSHIP DEVELOPMENT (CED), BRAC UNIVERSITY
&
SAPIEN STRATEGY CONSULTING & RESEARCH

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Course Overview and Objectives

In this dynamic and ever changing world, unprecedented shifts in the global marketplace are prevalent and also affecting Bangladesh evidently. In this regard, managers must develop the skill-set of adaptation and communication to endure and assume leadership positions within their organizations and the industry they operate in. Effective communication and interpersonal skills are the most critical attributes for workplace success. These are also the building blocks of leadership in any context. This training is thus designed to help participants develop a receptive mindset and accommodative attitude for enabling effective and unbiased communication necessary for self-development as well as organizational impact.

Course Takeaways and Key Contents

The critical strength of this program is that the session will teach the participants about tools, techniques, mindsets, attitudes, approaches that are applicable to any organizational communication situation. As a result, participants will develop skills to improve their everyday interaction irrespective of the medium used. Hence, at the end of the two-day program, the participants will –

- Develop positive attitude and understand workplace demands better
- Master effective spoken and writing skill (with individuality, simplicity and you-viewpoint)
- Have greater self-awareness (mindset); and develop leadership capability
- Have an enhanced appreciation of challenges of effective communication (through the perceptual framework); and have the understanding of the contextual demands of communication
- Be able to deal with negative situations, protecting relationships
- Manage emails as an effective communication platform

Customized for Business Professionals

The training has been designed to enhance the capability of managers for improved communication through heightened awareness, adaptive mindset and new techniques learnt. The training modules will also focus on supervisory leadership through better communication.

Methods of Instruction

The training will use a blend of methods of instruction aimed at catering to a matured and diverse group of audience. The pedagogy thus includes:

- Presentations followed by individual and group exercises
- Videos and real life Case Studies

Course Schedule & Venue

The course will be taught over Two (2) days. The training comprises of 4 sessions and each session will be of 3 hours in duration. Classes can be held in consecutive 2 days or 4 different sessions.

Eligibility Criteria

Prospective candidates must fulfill the following criteria for admission:

- Bachelors Degree in any discipline
- Preferably 1 year of work experience with reputed organization(s)

Admission Procedure

Candidates fulfilling the above requirements should apply using the prescribed application form available at “ced.bracu.ac.bd/mldp” or at the CED Office at BRAC University. Eligible candidates might need to appear before an interview board for selection.

Certification

On successful completion of the course, participants will be awarded a certificate issued jointly by CED, BRAC University and Sapien.

Fees

The enrollment fee for the program (to be paid once only) is **Tk. 10,000/=**. This fee includes tuition, course materials, refreshments and certification costs. All payments are to be made in bank drafts or pay-order or crossed cheque drawn in favor of “**BRAC University**”.

Resource Persons

The resource persons for the programs are internationally trained (from Leading North American Universities) academicians as well as senior-level corporate trainers with extensive managerial experience both at home and abroad. Industry experts will also be part of the resource pool.

