



asci
Leadership through Learning

Programme on
**Enhancing Workplace Effectiveness
through the Art of Story Telling**
(December 16-20, 2024)



Administrative Staff College of India
(*accredited as उत्कृष्ट by Capacity Building Commission, GoI*)

PROGRAMME OVERVIEW

Storytelling is a powerful tool to creatively sketch the fundamentals of any transformation. Organisations need motivational nudge to adopt any kind of change. Today's agile organisations need good stories that include a hero, which can be a boss, a supervisor a colleague or may be a change agent, who stands out tall as a role model. Stories from the role models show the path of their goal or destination; explain the challenges that are in the way and also draw out the ways in which they can be overcome. As we step up to leadership roles, we are required to present our ideas to more audience as well as more frequently. Doing this is an art. The programme managing through the Art of Story Telling is a blend of the art and science of storytelling to influence. It engages the participants with the technical as well as the artistic way how one story helps the audience to connect the dots. Scientifically well-told stories are so impactful because it lights up the same parts of the brain that would activate living the story in real time.

IMPACT

- ▶ Critically evaluate a range of theories to decode the components of persuasive communications
- ▶ Apply a range of different strategies to a variety of contexts to build rapport, overcome resistance, and find acceptance
- ▶ Develop skills to interpret the motivation of the audience and influence the way they think and feel to support your ideas

PARTICIPANT PROFILE

Senior and Middle Level Executives responsible for Human Resource Management, including line functionaries can join the programme. Professionals from the functional area of marketing can also join the programme. Those interested or awaiting a leadership role would benefit from the programme.

Organisational sponsorship is essential

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. The college is Wi-Fi enabled in a comprehensive way.

DURATION

The programme duration is 5 days starting from **December 16-20, 2024**. The participants are expected to arrive a day before commencement and may leave after the conclusion of the programme.

PROGRAMME FEE

Residential Fee: Rs. 69,500/- (US \$1086 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. 59,500/- 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 **December 13, 2024**.

Note: Kindly forward us the details of Bank/Wire transfer of fee payment indicating the **Programme Code (Prg/24 - 25/1/107)** to pooffice@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	62090698675
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.
Country	India

MEDICAL INSURANCE

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

LAST DATE FOR NOMINATION

Please use the prescribed/attached form. Last date for receiving nominations is **December 02, 2024**. Kindly contact Programmes Officer for further details (contact details are given at the end of the nomination form).

LAST DATE FOR WITHDRAWAL

December 09, 2024. 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 Tanusree Chakraborty

Email: tanusree@asci.org.in

Administrative Staff College of India (ASCI) is taking all the precautionary measures and following all the norms (in light of COVID 19) to provide a safe environment for the participants who are visiting our Campus to attend the Training Programmes.



ABOUT ASCI

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 with a strong alumni of over 1,69,000. 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 2024-25.

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) : 0091-40-23324365

Mobile: 9246203535, Phone : 0091-40-66534247

Fax : 0091-40-66534356

College Park Campus

Road No. 3, Banjara Hills,

Hyderabad - 500 034.

Tel: 040-66720700 / 01 /02 /05

Fax : 040-66720725

Delhi Campus

C-24, Institutional Area

South of IIT, Behind Qutub Hotel

New Delhi-110 016.

Tel: 011-26962204, 26961750, 26961850



Nomination Form

Programme on

Enhancing Workplace Effectiveness through the Art of Story Telling

(December 16-20,2024)

Nominee's Contact Information :

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

Sponsor's Details

Name of the Sponsoring Authority _____	Designation _____
Organisation :	_____
GSTIN No. :	_____
Address :	_____
	_____ Pincode : _____
Phone(s) :	(Off) : _____ (Mobile) : _____
e-mail :	_____ Fax : _____

Fee Particulars

Amount Payable :	Mode of Payment (DD/Chq/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. Sreenivasa Reddy, 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