



asci
Leadership through Learning

Programme on
**COMMUNICATION SKILLS
FOR MANAGERS**
(March 17 - 21, 2025)



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

PROGRAMME OVERVIEW

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 up gradation 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 practicing managers communicate effectively in various situations such as interpersonal interactions, group interactions, managing change and negotiations, and thereby contribute to overall organisational effectiveness.

This 5-day Communication Skills for Managers training programme is designed to help managers enhance their communication effectiveness in the workplace. Strong communication skills are essential for managing teams, driving performance, fostering collaboration, and resolving conflicts. This training will equip managers with tools and techniques to communicate clearly, inspire teams, and handle challenging conversations.

PROGRAMME OBJECTIVES

By the end of this program, participants will be able to:

- ▶ Understand the fundamentals of effective communication and its impact on team dynamics.
- ▶ Utilize active listening, empathy, and feedback to enhance team collaboration.
- ▶ Develop confidence in public speaking and presentation skills for impactful messaging.
- ▶ Master the art of managing difficult conversations and conflict resolution.
- ▶ Apply clear communication techniques in daily interactions, written communication, and digital platforms.

PROGRAMME STRUCTURE AND CONTENT OUTLINE

Day 1: Foundations of Effective Communication

- ◆ **Topics:**
 - ▶ The role of communication in leadership and team management
 - ▶ Types of communication: verbal, non-verbal, and written
 - ▶ Assessing personal communication styles
- ◆ **Activities:**
 - ▶ Self-assessment: communication style identification
 - ▶ Group discussion on challenges faced in managerial communication

- ◆ **Outcome:** Understanding of communication fundamentals and personal communication style.

Day 2: Active Listening and Empathy in Communication

- ◆ **Topics:**
 - ▶ The importance of active listening in building trust and rapport
 - ▶ Practicing empathy and understanding non-verbal cues
 - ▶ The art of asking open-ended questions
- ◆ **Activities:**
 - ▶ Paired listening exercises with feedback
 - ▶ Role-playing empathy-based communication scenarios
- ◆ **Outcome:** Improved active listening and empathy skills for effective team interactions.

Day 3: Feedback and Constructive Criticism

- ◆ **Topics:**
 - ▶ Techniques for delivering and receiving feedback
 - ▶ Framing feedback constructively to motivate and inspire
 - ▶ Managing reactions and ensuring follow-up
- ◆ **Activities:**
 - ▶ Feedback delivery practice: managers take turns giving and receiving feedback
 - ▶ Case studies on successful and unsuccessful feedback scenarios
- ◆ **Outcome:** Enhanced ability to provide and receive feedback positively.

Day 4: Managing Difficult Conversations and Conflict Resolution

- ◆ **Topics:**
 - ▶ Techniques for handling difficult conversations with diplomacy and tact
 - ▶ Strategies for conflict resolution and de-escalation
 - ▶ Handling criticism and maintaining composure
- ◆ **Activities:**
 - ▶ Scenario-based exercises on managing difficult discussions
 - ▶ Conflict resolution role-play with peer feedback
- ◆ **Outcome:** Increased confidence in handling challenging interactions and resolving conflicts.

Day 5: Presentation and Public Speaking Skills

- ◆ **Topics:**
 - ▶ Structuring presentations for clarity and impact
 - ▶ Enhancing delivery with body language and vocal techniques
 - ▶ Engaging audiences and handling Q&A sessions
- ◆ **Activities:**
 - ▶ Practice presentations with feedback from facilitators and peers
 - ▶ Group feedback sessions to refine delivery and messaging
- ◆ **Outcome:** Improved public speaking skills and confidence in delivering impactful presentations.

TRAINING METHODOLOGY

- ▶ **Interactive Workshops:** Group discussions, real-life scenario analysis, and exercises.
- ▶ **Role-Playing and Simulations:** Practice challenging conversations and feedback sessions.
- ▶ **Presentation Practice:** Each participant will prepare and deliver presentations.
- ▶ **Reflective Learning:** Personal journaling and reflection on each day's learning.

PARTICIPANT PROFILE

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 neighboring countries.

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 **March 17-21, 2025**. 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, courseware (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 **March 14, 2025**.

Note: Kindly forward us the details of Bank/Wire transfer of fee payment indicating the **Programme Code (Prg/24 - 25/1/161)** 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 **March 03, 2025**. Kindly contact Programmes Officer for further details (contact details are given at the end of the nomination form).

LAST DATE FOR WITHDRAWAL

March 10, 2025. 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

Prof. J Swarnalatha

e-mail: swarnalathaa.j@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 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,
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College Park Campus

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Delhi Campus

C-24, Institutional Area
South of IIT, Behind Qutub Hotel
New Delhi-110 016.

Tel: 011-26962204, 26961750, 26961850



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

Nomination Form
Programme on
Communication Skills for Managers
(March 17-21, 2025)

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