



भारतीय प्रबंध संस्थान कोषिकोड

Indian Institute of Management Kozhikode

*Globalizing Indian Thought*



# Communication Effectiveness Lab for Managers

July 24 - 26, 2025

## Overview:

Communication is central to organizations as genres of organizational communication influence a wide range of organizational phenomena. Without communication, there cannot be any organizational process and with miscommunication there could be blunders. With the globalization of businesses, physical distances have led to communication gaps, misunderstandings and range of issues. In such circumstances the real key to the effectiveness of professionals is taken as their ability to translate their domain knowledge into effective practice and make proper utilization of required skills.

Research on recruiter's perceptions about the qualities that they look for in an applicant has identified oral and written communications skills at the top of the list (Powell & Jankovich, 1998; Moody, Stewart & Boltlee, 2002). This is not surprising considering that managers are frequently required to make presentations both within the organization and to external groups such as clients,

or potential partners. The aim of these presentations may vary from sharing information to persuading the audience or selling an idea or product. In each case an effective presentation will aid the communicator in performing his/her role.

In the current environment, when the individuals increasingly face an information overload and shorter time spans within which they are required to assimilate data and make effective and informed decisions, the ability to communicate is imperative for managerial effectiveness and success. This Programme aspires to involve the participants in learning more about the fundamentals of communication, the minutiae associated with its conduct and acquiring the necessary skills to deliver one's best in the organization.





## Learning Outcomes:

The CELM aims to:

- Sensitize the participants on the nuances of effective communication at work
- Augment the participants' awareness of their strengths and limitations in professional communication
- Help the participants master the full range of communication skills required of a successful professional, namely: listening, speaking, reading and writing
- Develop in them a systematic and positive approach to verbal & non verbal communication in business settings
- Boost their understanding of team effectiveness through proper team communication
- Polish their presentation, interpersonal & social networking skills

## Programme Themes and Coverage:

- Basics of Effective Communication
- Workplace Communication: Understanding the skills of listening, speaking, reading and writing.
- Nonverbal Communication
- Business Writing
- Business Presentations
- Team Communication
- Social Network and Social Capital
- Meeting Management
- Electronic Communication

## Participants Profile:

Junior, middle & senior level managers in public & private organizations who would like to enhance their influence, both within their organizations and externally with other organizations, by sharpening their communication abilities. Entrepreneurs who wish to create a niche by way of honing their interpersonal and people skills. A varied cross section of participant profiles adds new facets and perspectives to the discussions and experiential sessions.



## Pedagogy:

The Programme is based on experiential learning. Instructors will act more as facilitators in helping participants through the process of learning, using discussions, role plays, individual and group exercises, case studies, and participant presentations.

## Facilitators:



**Prof. Deepa Sethi**

Dean (OEE&I) & Professor,  
Humanities & Liberal Arts in Management



**Prof. Anupam Das**

Associate Professor,  
Humanities & Liberal Arts in Management

## Programme Fee:

**Rs. 60000 (Residential),  
Rs. 50000 (Non-Residential).  
GST @ 18%**

## Cancellation Policy:

Joining instructions will be sent to the selected candidates 10 days prior to the start of the programme. Kindly do not make your travel plans unless you receive the confirmation email from IIM Kozhikode. If the programme is cancelled, the participants or the sponsoring organization will have the option to either get the fee paid by them adjusted against any other future management development programme(s) of the Institute or get a refund. IIM Kozhikode will not be liable for any other expenses incurred by the organization or the participant. Also the transaction fee will not be refunded.



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### Management Development Programme

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