COMMUNICATION FOR PERSONAL AND ORGANIZATIONAL EFFECTIVENESS

Communication is undoubtedly one of the key skills required for career advancement. Managers who can convey ideas with ease, clarity and conciseness play an effective role in the growth and success of their organizations.

The objective of this program is to equip participants with tools and techniques required to communicate effectively within and outside the workplace. Through experiential learning, peer interaction and faculty feedback, participants will develop oral and written communication skills necessary for personal and organizational effectiveness.

BENEFITS
This 3-day program is designed to provide you with the modern tools and techniques essential for effective internal and external communication.

- Learn the fundamentals of effective business communication in the current context
- Develop competency in writing effective messages
- Become proficient and confident at oral presentations
- Enhance personal communication style that inspires others to action
- Use internal and external communication skills to enhance leadership attributes
**PROGRAM DIRECTOR**  
**ANJUM FAYYAZ**  
Assistant Professor  
PhD, Copenhagen Business School (CBS), Denmark  

*Research Interests:*  
Institutional Theory; Private Sector Development; Corporate Social Responsibility; Development Aid Intervention; Communication Skills; Family Businesses; SME Clusters and Networks Development

**CO-PROGRAM DIRECTOR**  
**JAWAD SYED**  
Professor  
PhD, Macquarie University Academic FCIPD  

*Research Interests:*  
Race & Diversity in Organizations; International HRM; Business Ethics and Organizational Knowledge
TERMS AND CONDITIONS

ADMISSION PROCESS
Applications will be screened with regard to their suitability for the program. Kindly ensure the submission of your online application by the deadline. Our online application form is available at https://redc.lums.edu.pk/program-calendar.

*Seat in the program will be reserved on a first-come, first-served basis.

PROGRAM FEE
The fee includes tuition cost, reading material, tea and lunch served during the program. If you wish to avail accommodation at LUMS, there will be additional fee. It includes accommodation, breakfasts and dinners for the duration of the program. However, any extra charges such as telephones, extra meals etc. should be paid on departure. You may check-in on the evening preceding the start date of the program and check out the morning after the program ends. You are, however, requested to inform us of the time of your arrival and departure.

ACCOMMODATION
We offer single bed accommodation at the Rausing Executive Centre. Each bedroom with attached bathroom is equipped with mini-fridge, writing desk and direct dial STD/ISD telephone and cable TV. All bedrooms at REC are internet-ready. Please note we do not provide accommodation for drivers accompanying participants.

PAYMENT
Payment is due upon receipt of the acceptance letter along with the invoice. Please ensure that the payment reaches the office BEFORE the start of the program. Space in the program may only be ensured after we receive the fee.

Our preferred mode of payment is by cheque/banker’s draft payable to Lahore University of Management Sciences. However, the program fee can also be paid via bank transfer. Please send the cheque to:

Marketing Manager
Raising Executive Development Centre
Lahore University of Management Sciences
Opposite Sector "U", DHA, Lahore - 54792
Tel: +92-42-35608119-8243

* LUMS is a non-profit organization under the Income Tax Ordinance 2001. Accordingly, the income of LUMS is not tax deductible/collectable.

DISCOUNT POLICY
If more than two executives from the same organization participate (up to a group size of 5 participants), each additional participant after the first two gets a 20% discount on the program fee.

SUBSTITUTES/TRANSFERS AND REFUNDS
If you are unable to attend a registered course, we will accept a substitute until 2 working days before the program. Substitute candidates will be subject to the same selection process as the original one. If you wish to cancel your name from a program, please notify in writing or on call at least 5 working days before the program. In case of late cancellation, course fee will be refunded after deducting an application processing fee of PKR 20,000.

It is possible to transfer deposited fee to any open enrollment program within 3 years. Transfers should be notified at least 5 working days before the program. In case the participant or sponsoring organization fails to utilize the funds within 3 years, the deposited fee will be forfeited.

Note: REDC may cancel or postpone a program due to insufficient enrolment or unforeseen circumstances. In this case, university will refund registration fee but will not be responsible for any other related charges/expenses including cancellation/change charges by airline and travel agencies.
In case of postponement, the fee may be transferred to the rescheduled offering of that program or any other program as an alternate to refund. The University reserves the right to make changes in its program policies and fees at any time.