



# Professional Communication Skills



## Preamble

Communication skills allows us to understand and be understood by others more precisely, express ideas and feelings, or give and receive different kinds of information. Effective communication skills can enable us deepen the relationships in our personal and professional lives. Communication skills also help us take better decisions, be more persuasive, and be effective in a global cultural context.

This programme focuses on practical tools and techniques for improving communication and interpersonal skills essential to succeed in one's professional career.

## Programme Content

- Understanding the different communication styles
- Assertive and persuasive communication
- Communication skills in teams and working with others

## Expected Programme Outcomes

At the end of the programme, participants are expected to be able to:

- Gain an insight into effective communication styles in professional work environment
- Communicate assertively and persuasively
- Develop interpersonal skills

## Methodology

Experiential learning through exercises, videos, role play and discussions





## Participant Profile

The programme is designed primarily for junior and middle level executives in organisations

## Certification

A certificate of completion will be awarded to participants who successfully complete the programme

## Duration

Two days, from  
09.30am to 4.30pm

## Venue

Learning Centre,  
GRGCAS

## Programme Charges

1. Our professional charges will be INR 75,000/- (we will provide refreshments and lunch). GST as applicable will be extra (currently 18%).
2. The number of participants is limited to 25; for more number of participants, upto a maximum of 40, the additional fee will be INR 5,000/- plus taxes per participant.
3. The professional charges are payable in Coimbatore in the name of 'GRG Education Services' (GSTIN: 33AAMFS4394MIZJ)
4. 50% of the professional charge is payable along with the confirmation of acceptance of our proposal and balance 50% on the day of commencement of the programme.





# *Programme Facilitator*

Dr. Vandana Madhavkumar is currently an Associate Professor at GRG School of Management Studies. She has an MBA degree and obtained her PhD degree from Bharathiar University. She is an alumna of IIM Ahmedabad (FDP – 2010).

She specialises in Human Resource Management with a focus on Business Communication. She has successfully conducted several sessions on business communication, has published papers in reputed journals, and written cases. She has done consulting assignments in HRM for various organisations. She has organised MDPs in HR. She teaches Business Communication to MBA students.

She is an accomplished teacher and has won national recognition for her contribution to the academia [awarded the gold medal at the 'J.L. Batra Best Research Paper Award' by the Association of Indian Management Schools].

She is an active member of Coimbatore Management Association (CMA) and National Institute of Personnel Management (NIPM).



# GRG CENTRE FOR ADVANCED STUDIES



GRG Centre for Advanced Studies (GRGCAS), established in 2017, is a unit of the GRG Trust in Coimbatore, Tamil Nadu. The core purpose of GRGCAS is 'preservation and promotion of professional management' with a vision "to be a leader in providing best-in-class learning and development programmes in management for working professionals".

GRGCAS offers focused and specialised programmes in management in multiple formats and platforms – short/medium/long term, part/full time, on-campus/off-campus, and open/company-specific. All the programmes offered by GRGCAS are anchored by facilitators who are qualified, experienced and competent in their area of expertise. In addition to our own faculty, we draw exceptionally experienced resources from Coimbatore, Chennai, Bengaluru and other locations to ensure learning of best practices and most updated knowledge. These facilitators set high standards of programme delivery and continuously raise the levels of learning outcomes for the participants.

GRGCAS has been serving the needs of a significant number of individuals and organisations in the Kongu region. The clientele includes large, medium and small-scale enterprises across sectors.

## Registration and Assistance

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