

TRAINING THE TRAINERS WORKSHOP

(Workshop for the Executives, upcoming Trainers and Faculty Members of the Corporate and Academia)

Duration: 2 Days

Nature of Workshop: Day/ Residential Programme

Course Design and Delivery: Dr. Kalyana Chakravarthi

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Who is it for?

Corporate Executives, Trainers, Recruiters, Faculty Members (handling professional courses like MBA, MCA, Engg etc), Teaching Aspirants, Freelancers, Business Writers, Corporate Communicators, Content Writers, Technical Writers, Business Reporters, Academicians, Placement Officers, HR Professionals, Marketing Executives Decision Makers, Institutional Builders, Industrialists and Research Associates and Scholars.

Objectives

At the end of the Training Course and on completion of all exercises, the participants will be able to:

1. **Undertake** assessment of the executives / individuals for better self awareness and self esteem.
2. **Conduct** recruitment interviews professionally and excel in personal interviews.
3. **Prepare** standard Appraisal reports of the executives/ individuals.
4. **Suggest** necessary corrective measures and interventions to the organization.
5. **Identify** the training needs of the corporate and academia.
6. **Understand** and adopt the latest training/ teaching methodologies (Case Studies, Role Plays, Games and Simulations)
7. **Develop** individuals as an effective team member and leader.
8. **Train** executives / individuals make high impact presentations.
9. **Adapt** social skills for corporate and academic life.
10. **Demonstrate** creative problem solving skills.
11. **Study** and apply the concepts of Business Communications of the industries.
12. **Acquire** the 7 Cs of Communication.

13. **Get exposed** to the Principles of Business Writing (Reports, Proposals, Memos and Letters)
14. **Prepare** effective CV & Cover letter independently.
15. **Demonstrate** effective business writing skills.
16. **Understand** and exercise Crisis Communications.
17. **Be aware** of Cross Cultural & Gender Issues at work place.
18. **Gain** a hands-on experience on the generation, development, writing and effective conduction of Case Studies along with Assessment Techniques, for training and academic purposes.
19. **Get acquainted** with Content Development, creative writing, technical writing, Editing and Proofreading relevant to corporate and academic writings.
20. **Get familiarized** with Course designing, Materials identification, designing and preparation and publications for academic and corporate career advancement.

Syllabus: Proposed Training Workshop Syllabus for BC & SS is attached for review and approval

Faculty: Highly qualified and experienced professionals with rich experience and domain knowledge, in the academic and corporate world along with teaching, training, consulting and research-based publication background.

Pedagogy: A unique blend of Presentations, lectures, interactive discussions, Case Studies, Audio/video materials, Role Plays, Games and Simulations.

Fees: To be decided by the organisers

SYLLABUS FOR TRAINING WORKSHOP ON BUSINESS COMMUNICATION

Topic	Pedagogy
CV & Cover Letter	Discussion & assignment
Principles of Business writing	Case Assignments & Worksheets
Memos	Case & Handouts
Business Letters	Case & Assignments
Conducting Meetings & Agenda	Case, Role Play &

	Exercise
Report Writing (including SIP report)	Case & Assignment
Business Proposals	Case & Assignment
GD briefing & Mock Interviews	Individual student interviews
Cross Cultural issues	Case, Video clips & Activity
Ethical issues	Discussion

SYLLABUS FOR TRAINING WORKSHOP ON SOFT SKILLS TRAINING

Topic	Pedagogy
Self Awareness & Self Assessment	Online Self Assessment Instruments
Perception & Attitude	Illustrations, Video Clips
Presentation Skills	Discussion, body language, Do's/Don'ts & Technology
Listening Skills	Questionnaire, Audio/Video Clips
Conversational & Assertive Skills	Role plays through Cue-cards; Interpretation of Assertiveness Scale
Public Speaking Skills & Presentations (Individual Group work)	Product launch/ campaign/movie reviews
Leadership & Team Building	Team Games: Paper Tower, Broken Squares, Win as much as you can, Minefield crossing, River Crossing, Cush Ball, Bricks
Social skills, Netiquette, Social Etiquette, Telephone Etiquettes.	Practicals & discussion

Stress Management	Activity Based
Career Planning	Discussion
Time Management	Video Clip
Creative Problem Solving including Class assignment	Group Activity & Assignment

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