

Workshop on

# HOW TO CONNECT?-**NETWORKING**

**September 22-23, 2017**

9:00 am to 5:00 pm

IBA City Campus

**Investment: PKR 25,000/-**

## Overview

Networking skills, like any other skills, can be learned and developed. A Harvard University study shows that 15% of the reason a person gets a job, keeps a job, or advances in a job is related to technical skills and job knowledge... 85% has to do with people skills. Due to our current employment rate and downsized companies, working this 85% is never more important than when networking.

Professional networks lead to

- ✓ more job and business opportunities
- ✓ broader and deeper knowledge
- ✓ improved capacity to innovate
- ✓ faster advancement, &
- ✓ greater status and authority.

Many leaders in industry and business come from a non-business and a non-marketing environment and often do not realize the power and the deep concept of networking.

This programme gives participants the essential tools to cultivate, develop and use networking skills, in order for you to stay competitive.

**Skills Development Program**

Adding Skills to Experience

# Learning Modules

## How to Connect – Communicate at a Higher Level

Realize the benefits of becoming a truly effective communicator.  
Learn how to make positive communication connections.  
Be able to apply the five traits of connected communicators.  
Understand how to apply the Law of Identification.  
Learn to develop educational, reputational and relational capital.

## Make an Impact

How to form 'Good' first impressions  
Body language

## The Listening Advantage

Better understand the importance of listening.  
Discover the three keys of listening leadership.  
Be able to listen louder in the workplace.

## The Business E-mail Etiquette Basics You Need to Know

What you should do.  
What you should avoid

## Effective Power Point Presentations

10 important tips

## Networking is the Key

What they don't teach at business schools

## Trainer's Profile

### ZAFAR AHMED SIDDIQUI

Mr. Siddiqui has an MBA degree from The Institute of Business Administration. He also holds a degree of M.S. in Marketing Communications from Chicago. He has more than 30 years of experience with the F.M.C.G. sector both in the field of Sales, Marketing and General Management. He was associated with Gillette for 15 years in Pakistan and Overseas. His last assignment with Gillette was as Chief Executive for Gillette Pakistan (Pvt.) Ltd., and Area Director for Afghanistan, Sri Lanka, Bangladesh, Nepal & Maldives.

Mr. Siddiqui is also on the Board of Engro Foods Limited, Inbox Business Technologies (Pvt.) Limited, Mind Sports of Pakistan & Zulfiqar Industries Limited

Mr. Siddiqui has over 27 years of teaching experience at the following colleges and universities: Institute of Business Administration, College of Business Management, Bahria University, University of Illinois Chicago, & Moscow State University.

He is also a member of Rotary Metropolitan, Management Association of Pakistan, & Marketing Association of Pakistan.

He has conducted numerous workshop and training courses for various companies. He was instrumental in setting up the Centre for Entrepreneurial Development at IBA with the collaboration of Babson College, Boston.

Mr. Siddiqui is currently Professor of Practice, IBA

Registration form & Fee Voucher are available at our website: <http://sdp.iba.edu.pk/>

Fee is to be deposited in cash / pay order in any branch of FAYSAL BANK Ltd., A/C No. 110-2162113-006.

No fee will be accepted in cash/cheque at our office.

For Registrations



Skills Development Program

Adding Skills to Experience

## Who Should Attend?

- ♦ Industry professionals who need to enhance their networking skills, motivation or mindset.
- ♦ Individuals who need to learn networking behaviors.
- ♦ Marketing / Sales professionals wanting to leverage potential business opportunities without selling.
- ♦ Young managers wanting to learn the effectiveness of business networking

## For Queries & information

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