



# EFFECTIVE COMMUNICATION AT THE WORKPLACE



**Programme Directors:**

Prof. Vanessa Gowreesunkar



**Programme Dates:**

September 25 - 27, 2024



**Programme Venue:**

Online



**REGISTER NOW**



**IIM SIRMAUR**  
KNOWLEDGE . LEADERSHIP

**INDIAN INSTITUTE OF MANAGEMENT SIRMAUR**

Dhaulta Kuan, Paonta Sahib, Himachal Pradesh - 173021



In recent years, the significance of effective communication in the workplace has become increasingly apparent, especially as organizations grapple with the challenges posed by advanced technology and artificial intelligence. Effective communication no longer carries the same meaning as before. According to a recent study by Indeed.com India, poor communication is one of the leading causes of failure in Indian organizations (Source: 7 Benefits Of Effective Communication in An Organisation | Indeed.com India). Similarly, Coca-Cola, a multinational corporation, failed to communicate effectively with its employees, leading to a significant decline in its stock price (source: Employee communication | CIPD). Another recent study conducted in an Indian organization revealed that a staggering 30% of project failures were attributed to poor communication strategies. Similarly, on the international stage, a well-known organization faced a setback, with 20% of its global initiatives faltering due to inadequate communication practices. With the advent of technology, people often resort to shortcuts in communication, sacrificing clarity for brevity. Globalization has fueled the need for effective communication even more as organizations now operate on a global scale, bringing with it an increased exposure to diverse communication styles and jargons. This diversity, while enriching, also presents a challenge as misinterpretations and misunderstandings can arise, hindering collaboration and productivity. One pressing issue that has emerged in the era of advanced technology is the proliferation of gossip and grapevine communication in a sophisticated manner. The rise of WhatsApp groups and social media platforms has accelerated the spread of information, both accurate and inaccurate, creating a breeding ground for rumors that can negatively impact morale and productivity. With this as background, the "effective communication at the workplace" programme addresses these challenges. The program equips employees with strategies to counteract the negative effects of workplace gossip, emphasizing the importance of transparent and open communication channels. This programme will also train participants to strike a balance between efficiency and clarity, ensuring that messages are concise yet comprehensive. Participants will learn to leverage technology as a tool for effective communication rather than a hindrance. By fostering a culture of honesty and direct communication, organizations can mitigate the damaging consequences of gossip and ensure a more focused and productive workforce. Topics to be covered are: verbal and nonverbal communication at the workplace, active listening, conflict resolution, communication strategies for leaders, communication and collaboration in the workplace, communication and conflict resolution for managers, cross-cultural communication, communication and team building, communication and leadership, communication for remote teams, communication and technology, communication and feedback

The objectives of an effective communication program in the workplace are to:

1. **Improve communication skills:** The program aims to help employees develop effective communication skills, including verbal and nonverbal communication, active listening, and conflict resolution.
2. **Build a culture of communication:** The program aims to create a culture of communication in the workplace, where employees feel comfortable sharing their thoughts and ideas with their colleagues.
3. **Reduce misunderstandings and conflicts:** Effective communication can help reduce misunderstandings and conflicts in the workplace, leading to a more productive and harmonious work environment.
4. **Improve cross-cultural communication:** The program aims to help employees develop the skills necessary to communicate effectively with people from different cultures, reducing the likelihood of misunderstandings and conflicts.
5. **Reduce gossip and rumors:** The program aims to teach employees how to communicate effectively and professionally, reducing the likelihood of gossip and rumors.
6. **Communicate effectively with machines:** With the rise of AI and advanced technology, it is essential to develop the skills necessary to communicate effectively with machines. The program can teach employees how to use technology to their advantage while still maintaining effective communication with their colleagues.

The pedagogy used to make the program successful should be a combination of theoretical and practical approaches.

- **Lectures and presentations:** Lectures and presentations will be used to introduce the key concepts and theories of effective communication in the workplace.
- **Case studies:** Case studies will be used to illustrate the practical applications of effective communication in the workplace. Real-life examples can help participants understand how to apply the concepts they have learned in their own work environments.
- **Role-playing exercises:** Role-playing exercises will be used to help participants practice their communication skills in a safe and supportive environment. Participants can take on different roles and practice communicating with each other in different scenarios.
- **Group discussions:** Group discussions will be used to encourage participants to share their thoughts and ideas. This can help build a culture of communication in the workplace.
- **Debriefing sessions:** Debriefing sessions will be used to reflect on what participants have learned and how they can apply it in their work environments.
- **Cultural tour:** The cultural tour will be helpful to provide participants with an opportunity to experience different cultures and build team spirit. It will also test their communication skills as they interact with people from different backgrounds and cultures.

## WHO MAY ATTEND



- The program on effective communication in the workplace is designed for anyone who wants to improve their communication skills and build a culture of open and transparent communication in their workplace. The program is particularly relevant for the following groups:
- **Leaders and Managers:** Executives, managers, and team leaders who are responsible for guiding and leading teams. Individuals involved in decision-making processes where clear communication is crucial for strategic alignment.
- **Employees at All Levels:** All employees, regardless of their position within the organization, can benefit from honing their communication skills. Team members who collaborate on projects and need to ensure efficient and effective communication within their teams.
- **Human Resources Professionals:** HR professionals involved in resolving conflicts, addressing employee concerns, and promoting a positive work culture. Those responsible for designing and implementing communication policies within the organization.
- **Cross-Functional Teams:** Members of cross-functional teams who need to collaborate and communicate effectively across different departments and disciplines. Employees working on global projects that involve cross-cultural communication challenges.
- **Customer-Facing Roles:** Sales and customer service representatives who interact directly with clients, customers, or stakeholders. Individuals are responsible for maintaining positive relationships with external partners.
- **Technology and IT Professionals:** Individuals in technology roles who need to convey complex technical information to non-technical stakeholders. IT project managers and developers working on projects that require clear communication to ensure success.
- **New Hires:** New employees undergoing onboarding processes to ensure they integrate seamlessly into the organization's communication culture. Individuals who are new to their roles and want to quickly adapt to the communication norms of the organization.
- **Entrepreneurs and Small Business Owners:** Individuals leading small businesses or startups who need effective communication skills to build and grow their enterprises. Entrepreneurs looking to establish a positive communication culture within their organizations.

## Day 1: Foundation of Effective Communication

### Morning Session:

- Introduction to Effective Communication
- Importance and impact on organizational success.
- Overview of challenges in modern workplace communication.
- Communication Styles and Preferences
- Identifying personal communication styles.
- Understanding and adapting to different communication preferences.

### Afternoon Session:

- Active Listening and Feedback
- Techniques for active listening.
- Providing constructive feedback for improved communication.
- Non-Verbal Communication
- Understanding body language, facial expressions, and gestures.
- The role of non-verbal cues in effective communication.
- Role-Playing Exercises
- Practical scenarios to apply communication concepts.
- Group discussions and feedback.

## Day 2: Advanced Communication Strategies

### Morning Session:

- Cross-Cultural Communication
- Importance of Cultural Competence
- How cultural understanding enhances communication.
- Recognizing cultural nuances in business interactions.
- Challenges and opportunities in a globalized workplace.
- Strategies for effective cross-cultural communication.
- Technology and Communication
- Navigating communication challenges in the age of technology.
- Balancing efficiency and clarity in digital communication.

### Afternoon Session:

- Conflict Resolution and Difficult Conversations
- Identifying and addressing conflicts in the workplace.
- Techniques for managing difficult conversations.
- Building a Communication Culture
- Strategies for fostering open and transparent communication.
- Creating communication guidelines for teams.
- Interactive Workshop: Case Studies
- Analyzing real-life communication challenges.
- Group discussions and collaborative problem-solving.

## Day 3: Cultural Tour, Debriefing, and Application

A cultural tour will be organised to serve as a practical application of the communication skills learned during the program. The tour acts as a testing ground for their adaptability, active listening, and cross-cultural communication skills. It provides an opportunity for participants to navigate real-life communication challenges in a different cultural context, fostering team spirit and collaboration. By debriefing and reflecting on the experience, participants can transfer the lessons learned to their daily work, creating a more inclusive and effective communication culture within the organization.

Topics covered during the tour

- Debriefing and Reflection
- Sharing experiences and observations from the cultural tour.
- Discussing how cultural insights can be applied to the workplace.
- Putting Learning into Practice
- Group activities applying effective communication strategies.
- Role-playing scenarios relevant to the workplace.
- Feedback and reflections on the program.

## PROGRAMME DETAILS

**Duration:** September 25 - 27, 2024

**Programme Commencement:** 10.00 AM on September 25, 2024

**Programme Conclusion:** 5.00 PM on September 27, 2024

**Venue:** IIM Sirmaur Campus

## ACCOMODATION

**Check in:** September 24 (6.00 PM onwards)

**Check out:** September 27 (till 1.00 PM)

## PROGRAMME DIRECTOR

- **Dr. Vanessa (Gaitree) Gowreesunkar** is an Associate Professor with varied research interests in tourism. With a PhD cutting across three disciplines (Tourism Management, Communication, and Marketing), and around two decades of experience in teaching, training, and research, Vanessa has contributed to various international universities and educational institutions. Vanessa is currently serving the Tourism Department where she teaches tourism-related courses, French and other Management courses. Before joining IIM Sirmaur, she was working at Anant National University in Ahmedabad and prior to that, she was holding the position of Head of Department at the University of Africa. Vanessa has also worked with several countries such as Mauritius, Nigeria, UK, Egypt, Malaysia, South Africa among others.

As the first international faculty at IIM Sirmaur, Vanessa's main objective is to bring in international collaborations to meet the institute's aspirations on global learning. Vanessa is also known as an international player with a passion for building connections and driving successful collaborations across borders. She has fostered partnerships and facilitated cross-country collaborations to drive growth and innovation in several countries.

From a research perspective, Vanessa has published in several leading scientific journals. Additionally, she is the main editor of a number of international textbooks. She has authored and co-authored numerous book chapters and research articles with leading scholars. She is also often solicited as keynote speaker on international platforms. Outside her academic role, she holds the position of Associate Editor for the Emerald International Journal of Tourism Cities and Vice President of the International Tourism Studies Association (ITSA). Vanessa also assumes the role of social media director for both entities and she serves as observer at the World Tourism Network. She is the Assistant Editor for communication at the Emerald Tourism Review Journal. She is the reviewer of several leading academic journals.

From a non-academic perspective, Vanessa has been playing a key role in several community-based projects. She served as Vice President and President at the African Network for Policy, Research, and Advocacy for Sustainability (ANPRAS), a regional Non-Governmental Organization affiliated with the African Union. At the African Union, she served as Cluster Secretary for women and as Deputy Chair for Tourism at the African Union ECOSOCC. Vanessa actively promotes women's empowerment through her affiliation with the World Advocates in Tourism and Women Academics in Tourism. She also serves as the National Coordinator for WAELE (waele.org), an international organization based in Nigeria that advocates for widows and young girls. Recently, she has been appointed as a Board Member of the prestigious Indian Ocean Tourism Organization (IOTO), which regroups over 35 countries and island nations within the Indian Ocean region.

## PROGRAM FEES

Course fee for the programme is Rs 50,0000/-.

We would strongly encourage candidates to enroll as Residential participants, as the experience of an MDP is optimized in a full-immersion mode.

**Discount on Programme fees:** A discount of 10% on the Programme fees can be availed by an organization if it nominates at least 4 participants for a particular MDP.

## TERMS AND CONDITIONS

- Participants would have to make their own travel arrangements.
- Accommodation at IIMS will be provided till 12:00 noon on September 27, 2024. Participants staying beyond this time will have to bear additional stay and food charges, which they have to settle directly with the hospitality service provider, conditional upon room availability.
- Cancellation Policy: In case you/your nominated candidate(s) does(do) not attend the programme, 40% of the programme fees will be retained, as per policy.

## HOW TO APPLY

- To apply or nominate personnel for the Programme, click on the "Register Now" link in the brochure or visit <https://www.iimsirmaur.ac.in/mdp/mdp-calendar>
- Once the candidature is approved, the sponsoring authority or participant (in case of self-nomination) will receive an email with a Payment Advice requesting the Programme fees in advance.
- Programme fees can be remitted online through Electronic Fund Transfer (NEFT/RTGS). After remitting the fees online, please inform the CMDP office of the UTR number or relevant transaction details via email. This will allow us to connect your remittance to your nomination(s).
- Please note that confirmation of participation is subject to receipt of Programme fees by the CMDP office before the commencement of the MDP.

## HOW TO REACH IIM SIRMAUR

IIM Sirmaur is located in Dhaula Kuan, in Himachal Pradesh. The distance of Dhaula Kuan from Jolly Grant Airport Dehradun is 96 km. It takes 2 hours and 30 minutes from Dehradun Airport, 2 hours and 30 minutes from Chandigarh Airport, and 6 hours and 20 minutes from Delhi Airport to reach Dhaula Kuan. The nearest Railway stations are Yamuna Nagar, Saharanpur, and Dehradun. They are all located approximately at one and half hour taxi drive from Paonta Sahib.

## NEAR BY TOURIST DESTINATIONS

- Renuka Lake: Located 31 km away
- Kalesar National Park: Located 38 km away
- Gurudwara Paonta Sahib Ji: Located 21 km
- Mussoorie: Mussoorie is a hill station located 99 km away
- Haridwar: Haridwar is a holy city situated 119 km away



Our correspondence address is as follows:

MDP Office

Indian Institute of Management Sirmaur, Dhaula Kuan District Sirmaur Himachal Pradesh 173021

Phone: 01704 277367

Email: [mdpoffice@iimsirmaur.ac.in](mailto:mdpoffice@iimsirmaur.ac.in) | Weblink: <https://www.iimsirmaur.ac.in/mdp/mdp-calendar>

**For all other details on administrative matters please refer our website  
[www.iimsirmaur.ac.in/mdp/](https://www.iimsirmaur.ac.in/mdp/) or e-mail to [mdpoffice@iimsirmaur.ac.in](mailto:mdpoffice@iimsirmaur.ac.in)**