

Our other
Management Development Programmes

| Sl. No. | Programme Title | Dates |
|---------|--|-----------------------|
| 1. | Leveraging Social Media for Business Intelligence | April 29, 2019 |
| 2. | Performance Management-Current Trends and the Future | May 6, 2019 |
| 3. | Effective Purchasing Skills and Strategic Sourcing | May 23-24, 2019 |
| 4. | Understanding Sales and Distribution Analytics | June 10-11, 2019 |
| 5. | Advanced Excel Training | June 27-28, 2019 |
| 6. | Train the Trainer | July 8-9, 2019 |
| 7. | Data Analytics for Expanding Markets | July 18-19, 2019 |
| 8. | HR Analytics | July 22-23, 2019 |
| 9. | Developing an Intrapreneurial Mindset for Effective Leadership | July 29-30, 2019 |
| 10. | Effective Communication for Women in the Workplace | August 8-9, 2019 |
| 11. | Finance for Women Executives | August 26-27, 2019 |
| 12. | Decision Making Techniques for Managers | September 2-3, 2019 |
| 13. | Effective Communication and Presentation Skills | September 12-13, 2019 |
| 14. | Effective Negotiation Skills | September 18-20, 2019 |
| 15. | Project Management | October 21-22, 2019 |
| 16. | Retirement Planning for Middle Level and Senior Executives | November 4-5, 2019 |
| 17. | Building leadership potential of Women Professionals | November 7-8, 2019 |
| 18. | Aligning CSR with Sustainable Development Goals : Strategy Formulation, Implementation and Impact Assessment | November 18-19, 2019 |
| 19. | Financial Strategies for Value Creation | November 21-22, 2019 |
| 20. | Enhancing Assertiveness & Positive Attitude | December 12-13, 2019 |
| 21. | Managerial Leadership and Team Building | December 16-17, 2019 |
| 22. | ISO 27001:2013 Lead Implementer Course | January 9-10, 2020 |
| 23. | Enhancing your Personal Brand | January 16-17, 2020 |
| 24. | Deep Learning-Foundation and Advances | January 15-17, 2020 |
| 25. | Enterprise Risk Management for Creating Risk Intelligent Organization | January 30-31, 2020 |
| 26. | Managerial Leadership and Team Building | February 6-7, 2020 |
| 27. | Marketing Analytics | February 10-11, 2020 |

ABOUT THE INSTITUTE

FORE School of Management (FORE) has been established by the Foundation for Organisational Research and Education, a non-profit organisation, with a mission "To achieve and sustain Leadership in Management Education, Research, Consultancy and Development".

Programmes and Accreditations:

- The PGDM, PGDM (IB) & PGDM (Financial Management) courses at FORE are AICTE (All India Council for Technical Education) approved.
- Two new AICTE approved programmes have been launched this year - 15 months fulltime Executive PGDM & Fellow Programme in Management (FPM)
- The PGDM and PGDM (IB) courses are accredited by National Board of Accreditation (NBA).
- The PGDM and PGDM (IB) courses are equivalent to MBA. Equivalence permission is granted by Association of Indian Universities (AIU).
- FORE has been awarded "SAQS Accreditation" by Association of Management Development Institutions in South Asia (AMDISA).
- FORE has set up a state-of-the-art Studio at its Campus to conduct Online Executive Education Programmes for Working Professionals and has been successfully conducting variety of such online certification courses.

Eminent academicians with many years of experience and experts from industry, recognized nationally and internationally, constitute faculty at FORE. FORE has in-house training facilitators in the field of Communication, OB & HR, Finance, Operations, Marketing, IT, International Business and Strategic Decision Making.

With a sharp focus on Management Education, Executive Education Programmes/MDPs, Consulting and Research, FORE stands amongst the Top Business Schools in the country.

FORE conducts MDPs to equip managers with knowledge, skills and attitudes required for effectively responding to global developments and competitive requirements. Our MDPs are designed with an appropriate blend of conceptual and experiential learning. Apart from open programmes, FORE conducts customized In-Company Programmes tailored to suit organisation's needs on topics/areas specifically required by an organisation. These Management Development Programmes (MDPs) are either custom-designed to suit client requirements or are offered by faculty on a specific theme to meet various client needs.

For any other information, please contact:

Executive Education Office

FORE School of Management

Adhitam Kendra

B-18, Qutub Institutional Area, New Delhi 110016.

Phone: (011) 2685 6301 (Direct), 4124 2424-33 (Extn. 471 & 498)

E-mail: exed@fsm.ac.in, Website: www.fsm.ac.in

Management Development Programme

on

Enhancing Your Personal Brand

January 16-17, 2020

FORE Campus, New Delhi

Programme Directors:

Prof. Reeta Raina and Prof. Sriparna Basu



Imparting Knowledge for Exploring New Horizons

DESIGNED BY: ALPS PRINTERS



**FORE School of Management
New Delhi**

Enhancing Your Personal Brand

January 16-17, 2020
Registration Form

Name: _____

Designation: _____

Organisation: _____

Office Address: _____

Phone: Office _____

Mobile: _____

Email: _____

Fax: _____

Your expectations from the Programme: _____

Residential / Non Residential _____

Payment Options

Online Payment

Programme fees can be paid through credit / debit card / net banking. Please logon to FORE website <http://www.fsm.ac.in/open-mdp-calendar-2019-2020> for online registration and payment.

Offline Payment

Programme fees can be paid through Local Cheque / DD
If attached please give details

Local cheque / DD No. _____ Date _____ Amount _____

Signature _____

(Please return the completed form by post
or email: exed@fsm.ac.in, to:

Executive Education Office
FORE School of Management
B-18, Qutub Institutional Area
New Delhi 110 016

Note: Please feel free to make copies of this form for additional registrations.

Introduction

The Personal image and interpersonal style of professionals can have a powerful influence on the development of any career. As we understand, it is tough to stand out in today's job market. There is no dearth of talent out there. The secret to standing out is to impress your employer with the unique and authentic she\he-in person, on paper, and online. A professionals' brand is their reputation. It's what they are known for and how people experience them. It's about bringing who they are to what they do and how they do it. Delivering their brand clearly and consistently will create a memorable experience in the minds of those they interact with and can open doors to new opportunities. This personal brand experience will provide an opportunity to the participants to learn more about themselves so that they can uncover and define their unique skills, strengths, and talents. These areas form the foundation of their personal brand and can help them chart a course for their career and can position themselves to reach their goals. "Build Your Personal Brand" provides guidance on making the right impact in any professional situation.

Objectives

To help the participants in uncovering and using their key competencies in creating a satisfying professional and personal life and also, in a way contributing towards the collective goals

Contents

- Creating self-awareness
- Identifying personal and professional goals
- Uncovering your strengths and weaknesses
- Improving upon your peoples' skill set
- Developing the art of dialoguing
- Interacting in heterogeneous groups and developing the ability to relate well to others
- The ability to cooperate and resolve the conflict
- The ability to assert ones' rights, interests, limits and needs

Androgogy

The training will be conducted majorly by using theatre techniques –an experiential methodology that leads to self-learning.

Duration & Venue

Dates: January 16-17, 2020

Venue: FORE School of Management, B-18, Qutub Institutional Area, New Delhi 110016

Fee

Non-residential: Rs. 16,000 per participant (plus GST @18%) covering professional fee, programme kit and tea/lunch.

Residential: Rs. 28,000 per participant (plus GST @18%) covering professional fee, programme kit and boarding and lodging (air conditioned single room) at Hotel Residency Resorts (P) Ltd./Qutab Residency, New Delhi or equivalent from **noon of January 15, 2020 till noon of January 18, 2020.**

Discounts

- Early bird discount of Rs. 2,400 per participant for nominations received on or before January 6, 2020.
- One complimentary nomination on non-residential basis for every group of three nominations from the same organization, i.e., 3+1 participants for the fee of 3 participants.

Fee is payable in advance by way of Local Cheque / DD in favor of "FORE School of Management" payable at New Delhi. You can also make online payment of fees by logging on to FORE website <http://www.fsm.ac.in/open-mdp-calendar-2019-2020>

Registration

The registration form duly filled in along with the Programme fee should reach us at least 7 days before the commencement date of the Programme. You can also register & pay online by logging on to FORE website

<http://www.fsm.ac.in/open-mdp-calendar-2019-2020>. In case of subsequent withdrawal or cancellation of registration no refund of fee will be allowed. However, substitute(s) may be permitted with prior intimation.

Certificate of Participation

The Institute issues a certificate of participation on conclusion of the programme.

Faculty

The faculty members of the Institute will take the programme sessions, except for a few sessions that may be taken by guest speakers.

Programme Director

Prof. Reeta Raina is a professor at FORE School of Management. She has over 32 years of both teaching, training and research experience. She has publications majorly in top International refereed journals and her work has been quoted and cited in various international journals. She has a research book to her credit titled "The Constitutive role of Communication in Building Effective Organizations" published by LAMBERT - an International publishing company. She has presented papers in various international conferences and has been the recipient of Best Paper Award and Outstanding Presentations. She is also the recipient of the Best Professor award in HRM by National Education Award sponsored by Headlines Today. She is into corporate training as well. Her forte lies in experimenting successfully with different pedagogical tools. Presently, she uses theatre based activities that should help future managers build distinctive communication skills. Her research is interdisciplinary that includes employee engagement, work engagement, organizational communication; non-verbal communication, Organizational effectiveness, listening skills etc. Her earlier assignments were with MDI, Gurgaon and Thapar University, Patiala. She has been the visiting faculty at IIFT and IIITM. She can be reached at: rraina@fsm.ac.in.

Prof. Sriparna Basu Ph.D. (University of Illinois, at Urbana-Champaign, USA); M.A. (Cultural Studies), University of Illinois, at Urbana-Champaign; M.A. Jadavpur University, Calcutta (Gold medalist)

Dr. Basu has been involved in research, teaching and consulting work for over 17 years. She has presented research papers in 16 national and international conferences. She is widely published -- her contributions include research papers, cases, book chapters published in several national and international peer reviewed journals and books. She has also published numerous articles in the national dailies. Her current research contributes to the interdisciplinary scholarship on globalization by examining the multiple forms of globalization and evolving sociocultural identities exhibited by the emerging market multinational companies. She is also interested in exploring the interaction between cultural theory and organizational communication and the widening of reflexive practices in cross-border mergers and acquisitions. She has won a number of awards at prestigious international case study competitions for her contributions.

Her training interests span the domains of HR and Communication. She has conducted training workshops on change communication, cross functional team work, appreciative inquiry, change communication, crisis communication, leadership and ethics, cross-cultural communication, and issues of gender in the workplace.

She has been involved in training and consulting activities with a number of public and private sector organizations such as ONGC, NHPC, IFFCO, Indian Oil, Power Grid, Aviation Academy of India, Punjab National Bank, Tata Motors, Food Corporation of India, Indian Institute of Public Administration, British Council, Relaxo, Indian Military Academy Dehra-dun, and also start-up organizations such as Unified Vision Capital and Adventure Private Limited. She has previously taught at IMI, Delhi, Indian Institute of Foreign Trade, Delhi (Visiting), IIT Kharagpur, and University of Illinois at Urbana- Champaign, USA. She also a visiting faculty with IIM, Sambalpur. She can be reached at: sriparna@fsm.ac.in.