

Our other Management Development Programmes

Sl. No.	Programme Title	Dates
1.	New-Age Business Models and Dynamics of Value Configuration	April 29, 2020
2.	Effective Purchasing Skills and Strategic Sourcing	May 21-22, 2020
3.	Storytelling as a Creative Leadership Strategy	June 11-12, 2020
4.	Data Analytics and Visualization using Python	June 15-16, 2020
5.	IT & Cyber Security Awareness Program for Senior Executives	June 26, 2020
6.	Advanced Excel Training	June 29-30, 2020
7.	Data Analytics for Expanding Markets	July 2-3, 2020
8.	Developing an Intrapreneurial Mindset for Effective Leadership	July 9-10, 2020
9.	Operational Excellence for Healthcare Professional	July 16-17, 2020
10.	People Analytics	July 23-24, 2020
11.	Marketing Analytics	July 28-29, 2020
12.	Business Communication on Digital Channels-A Design Thinking Approach	August 5-7, 2020
13.	Machine Learning and Deep Learning using Python	August 20-21, 2020
14.	Finance for Women Executives and Women Entrepreneurs	August 27-28, 2020
15.	Decision Making Techniques for Managers	September 3-4, 2020
16.	Effective Communication and Presentation Skills	September 10-11, 2020
17.	Effective Negotiation Skills	September 16-18, 2020
18.	Retirement Planning for Middle Level and Senior Executives	September 24-25, 2020
19.	Manufacturing Competitiveness through Operational Excellence	September 28-29, 2020
20.	Nurturing the 5th Dimension of Leadership	October 8-9, 2020
21.	Project Management	October 15-16, 2020
22.	Workshop on Machine Learning	October 29, 2020
23.	Strategic CSR: From Agenda Building to Impact Measurement	November 25-26, 2020
24.	Managerial Leadership and Team Building	November 26-27, 2020
25.	A consultant's tool-kit for solving strategic problems and enhancing business performance	December 2-3, 2020
26.	Analytics Strategy and Execution of Business Transformation	December 10-11, 2020
27.	Enhancing Assertiveness & Positive Attitude	December 14-15, 2020
28.	Digital Communication	January 5, 2021
29.	Advanced Excel and Data Visualization Training	January 8, 2021
30.	ISO 27001:2013 Lead Implementer Course	January 11-12, 2021
31.	Design Thinking for Strategic Problem Solving and Value Creation	January 22, 2021
32.	Enterprise Risk Management	January 28-29, 2021
33.	Financial Frauds and Accounting Analytics	March 4-5, 2021

ABOUT THE INSTITUTE

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

Programmes and Accreditations:

- The PGDM, PGDM (IB) & PGDM (Finance) courses at FORE are AICTE (All India Council for Technical Education) approved and accredited by National Board of Accreditation (NBA)
- The PGDM courses are equivalent to MBA. Equivalence permission is granted by Association of Indian Universities (AIU)
- There are other courses as 15 months PGDM Executive and FPM, both are AICTE approved.
- FORE has been awarded “SAQS Accreditation” by Association of Management Development Institutions in South Asia (AMDISA) for five years with effect from December 2017.
- 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 a variety of such online certification courses

The delivery of quality depends on the excellent trainer, which is FORE's backbone. The core 44 trainers are a dynamic mix of academicians and industry experts, with some transcending both domains. More than 70% percent have corporate experience and more than 90% have a Ph.D. from IITs, IIMs, JNU, FMS, MDI-Gurgaon or a foreign university. FORE has strong 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.

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

Storytelling as a Creative Leadership Strategy

June 11-12, 2020

FORE Campus, New Delhi

Programme Director:

Prof. Reeta Raina



Imparting Knowledge for Exploring New Horizons



**FORE School of Management
New Delhi**

Introduction

Storytelling, in today's modern times, has re-emerged as an effective strategy for capturing and communicating tacit knowledge, for problem solving, for inspiring creativity and innovation. Storytelling has today become the most powerful way of communicating ideas in the world. Employees have a strong desire to understand their leader's motivations, so the more they make them clear, the more likely they are to get their message to stick. Stories help us make sense of information through narrative as storytelling is one of the few ways we can effectively connect knowledge with emotion. There may be no better way than storytelling to impart information, capture peoples' curiosity, and most importantly, motivate people to act. It is a tool used by successful leaders to capture and transmit organizational knowledge, to reach out to their people and motivate and influence them. Stories make data or information more personalized, thereby, translating dry and abstract numbers into compelling pictures of a leader's goals. When an authentic and genuine story reaches and touches hearts of people with deep meaning, it takes hold of them and can bring about those radical changes in the mind which no daze-inducing PowerPoint slides or even logical arguments will achieve. The best stories are those that can capture the head, the heart, and the hands of your listeners.

Objectives

- Stand and deliver a story with confidence and executive presence
- Speak in a conversational style and use body language and gestures to bring stories to life
- Use everyday events as ways to make highly relevant points to business audiences
- Captivate audiences who are preoccupied, distracted and over-connected to technology
- Be a more engaging, enlightening and inspiring storyteller, presenter and public speaker.
- Use storytelling to position and connect people with complex ideas, data, and information.
- Discover how the art of storytelling can be used to motivate, influence and capture people's' imaginations
- Build instant rapport with your audience and turn them into your advocates
- Make your points in a powerful, memorable way so people remember them
- Reinforce individual and team behaviors that make your company successful
- Inspire people to go above and beyond, tapping into emotion that drives employee engagement
- Connect people with vision, purpose and strategy so they want to go above and beyond

Pedagogy

Theatre Techniques

Duration & Venue

Dates: June 11-12, 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 June 10, 2020 till noon of June 13, 2020.**

Discounts

- Early bird discount of Rs. 2,400 per participant for nominations received on or before June 1, 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://fioh.fsm.ac.in/mdp_payment/

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://fioh.fsm.ac.in/mdp_payment/. 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.

Faculty Profile

Prof. Reeta Raina

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>.

FORE School of Management
Management Development Programme

Storytelling as a Creative Leadership Strategy

June 11-12, 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://fioh.fsm.ac.in/mdp_payment/ 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.