



IIMU

भारतीय प्रबंध संस्थान उदयपुर  
Indian Institute of Management Udaipur



► **IIM Udaipur's  
The Leadership  
Personality –  
Public Speaking**

This public speaking program promises to transform you into a confident and influential speaker through practical techniques and in-depth exploration of communication theories.

**October 24 - 26, 2024**

**IIM** **U**  
ExEd

# IIM Udaipur

IIM Udaipur, a second-generation IIM, one of the fastest-growing management schools in the country. It was set up by the Indian Government in 2011. Taking the legacy of older IIMs forward, IIMU aspires to set new benchmarks in the field of management education by combining excellence in both teaching and research.

IIM Udaipur is well on its way to becoming a globally recognised B-School. It has broken new ground by focusing on world-class research and transforming students into tomorrow's managers and leaders. The Institute arrived on the global education stage by securing accreditation from the AACSB (Association to Advance Collegiate Schools of Business) in merely eight years of its establishment. With this accreditation, IIM Udaipur is counted in the same league of global institutes, such as Harvard Business School, Wharton School at the University of Pennsylvania, and the MIT Sloan School.

## The 'U' Advantage



The youngest AACSB-Accredited Management School in the country and was the 4<sup>th</sup> IIM to have attained it. Only 5% of B-Schools in the world are AACSB Accredited.



IIM Udaipur, the only IIM to be in the top 100 of the prestigious FT MIM Global Rankings 2023 consecutively for 5 Years since 2019



Indian Institute of Management Udaipur featured in the prestigious Masters in Management (MIM) QS World University Rankings 2024 for the Fifth consecutive year.



Ranked 4<sup>th</sup> in India after ISB, IIM Ahmedabad & IIM Bangalore, for research according to the globally recognized UT Dallas Rankings.



IIM Udaipur ranked 16<sup>th</sup> amongst all B-Schools in the NIRF Rankings 2023. The ranking shows the relentless pursuit of excellence in research and academics. It reflects the stalwart contribution of our faculty members and students, who have demonstrated their efforts in all fields.

## About the program

Welcome to our comprehensive program on mastering the art of public speaking. Throughout this journey, we will delve deep into the theories and practices that underpin effective communication, empowering you to emerge as a confident and influential speaker. Our program is designed to equip you with the essential skills and techniques necessary to captivate audiences, convey your message with clarity and conviction, and leave a lasting impact.

From mastering the nuances of voice modulation and limbic motion to harnessing the power of facial expressions, suggestion, and persuasion, you will embark on a transformative learning experience. By the end of our program, you will not only possess the knowledge and tools to excel in public speaking but also the confidence to engage, inspire, and connect with any audience.


## Objectives

The primary objective of this program is to equip participants with both theoretical knowledge and practical skills essential for effective public speaking. By the conclusion of the program, participants will have the confidence and capability to emerge as proficient public speakers.

- Develop proficiency in voice modulation through learning, practice, and performance.
- Master limbic motion techniques to enhance presentation delivery.
- Cultivate the ability to express facial emotions effectively through learning, practice, and performance.
- Acquire skills in suggestion techniques to engage and captivate audiences.
- Develop expertise in persuasive communication strategies through learning, practice, and performance.

## Key Takeaways:

Upon completion of the program, participants will be able to:

- Demonstrate mastery in voice modulation, incorporating specific parameters to enhance communication impact.
  - Navigate through presentations with rhythmic limbic motion, maintaining focus amidst distractions.
  - Effectively convey basic emotions through precise control of facial muscles.
  - Deliver compelling public speeches that exhibit proficiency in voice modulation, limbic motion, emotional expression, suggestion, and persuasion techniques.
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## Program duration:

This open program is designed as a 3-day residential program to be conducted on the IIM Udaipur campus. Participants are required to travel to Udaipur to attend the program in person. Since it is a residential program, participants will be accommodated in a suitable hotel on a single occupancy basis.

## Program content:

The TLP-PS program is structured to foster high interactivity and performance focus, prioritizing active engagement and real-time skill demonstrations in public speaking scenarios.

Participants will partake in a mix of individual and team-based activities, forming six teams comprising six members each. Team assignments will be overseen by the instructor to ensure diverse collaboration among participants.

Throughout the program, participants will have ample opportunities to submit assignments and presentations before and after instructional sessions.

Additionally, to deepen their grasp of phonetics, participants will be introduced to the software 'Praat: doing phonetics by computer' as an integral component of the curriculum. Detailed session plans are provided below in tabular form.

## Pedagogy:

The core pedagogical approach employed in this program centres around participant performance in diverse contexts. The instructor's role will encompass two main facets: firstly, guiding participants through assigned tasks across various scenarios, and secondly, providing personalized one-on-one feedback.

This feedback loop enables participants to actively learn, reflect upon, and refine their public speaking skills throughout the program.

## Target audience:

Public speaking skills are essential for business managers across various sections of an organization. However, some specific areas where a command over public speaking is particularly crucial include:

- **Leadership and Communication:** Managers need strong speaking skills to effectively lead their teams, communicate visions and goals, and motivate employees towards achieving organizational objectives.
- **Sales and Marketing Presentations:** Managers in sales and marketing must excel in presenting products or services to clients, investors, and partners, using persuasive speaking to conduct successful pitches and build lasting relationships.

- **Internal Communication and Meetings:** Managers frequently address their teams or departments in meetings, town halls, or conferences, requiring clear and engaging communication of updates, policies, and initiatives within the company.
- **Networking and Relationship Building:** Business managers interact with peers, stakeholders, and potential collaborators at conferences and events, where proficiency in public speaking is crucial for articulating ideas, expressing opinions, and establishing meaningful connections.
- **Crisis Management and Public Address:** During crises or uncertainties, managers may need to address the media, shareholders, or the public, utilizing effective public speaking to manage and mitigate the impact of such situations by delivering transparent and reassuring messages.

## Application:

Interested & eligible candidates may apply online using the link <https://exed.iimu.ac.in/short-duration-on-campus/the-leadership-personality-public-speaking/> and click on the “Apply now” button and make the payment.

## Acceptance of applications:

All the applications received till the last date will be evaluated by a faculty panel, and the candidates who are found eligible will be intimated via email by the ExEd office. If a candidate is not selected, the amount paid by such candidates will be refunded in due course by the Institute.

## Important dates:

<b>Program dates:</b>	October 24 to 26, 2024 (Thursday to Saturday)
<b>Early Bird Discount (EBD) till:</b>	Thursday, September 12, 2024
<b>Last date for application:</b>	Thursday, October 10, 2024
<b>Last date for withdrawal:</b>	Thursday, October 10, 2024

## Payment process:

### Program fee:

Rs 70,800 (Rs 60,000 + 18% GST) to be paid along with the application form.

### Early bird discount (EBD):

Applications received on or before September 12, 2024, will attract an early bird discount of 5% on the fee before tax per participant.

The amount payable with EBD will be Rs 67,260 (Rs 57,000+18% GST)

### Corporate/group discounts:

Any company sponsoring three or more candidates will be given a corporate discount based on the number of participants sponsored for that program.

For further details, please get in touch with the ExEd office.

## Program Director:



**Prof. Kunal Kamal Kumar**  
IIM Udaipur

Prof. Kunal Kamal Kumar (KKK) brings a wealth of expertise to the program, blending academic rigor with real-world experience. His doctoral research in Management provides deep insights into organizational dynamics and leadership strategies, enriching his teachings on effective communication and leadership across disciplines. With extensive experience training working professionals in Management Development Programs, KKK is not only a seasoned educator but also a dynamic facilitator adept at adult learning methodologies. His commitment to teaching excellence is reflected in consistently high ratings from students, earning him prestigious accolades such as the 'Professor of the Year' award from InsideIIM.com and recognition from the host institute. With a proven track record of successful program implementations, KKK ensures a comprehensive and impactful learning journey. By integrating theoretical insights with practical applications, participants gain the confidence and skills necessary to excel in public speaking under his guidance.

## Chief Instructor:



**Smriti Zubin Irani**

Smriti Zubin Irani is a distinguished politician with over two decades of experience, including a decade as a Cabinet Minister (2014-24) and a three-time Member of Parliament. Mrs. Irani has held multiple ministerial portfolios, including Women & Child Development, Minority Affairs, Human Resource Development, Information & Broadcasting, and Textiles. She was India's youngest Cabinet Minister and the first woman to serve as Union Minister for HRD and Textiles.

Domestically, Mrs. Irani has held various leadership roles in the BJP, including National Vice President and National President of the Women's Wing. She has championed initiatives like the Permanent Commission for Women in the Indian Army and launched 'Saksham,' a vision document for

the differently abled. Internationally, she has been a prominent voice at the World Economic Forum as a Young Global Leader (2015) and represented the Asia Pacific Region at the Inter-Parliamentary Union, contributing significantly to global discussions on sustainable development, finance, and trade. She also served as the USAID Goodwill Ambassador to India for the WHO-ORS program. In addition to her political career, Mrs. Irani has an extensive background in media, with over 22 television series, films, and theatre projects. She has also contributed as a columnist and served in content creation, direction, scriptwriting, and production. As an adjunct faculty member at IIM Udaipur, Mrs. Irani co-instructed "The Leadership Personality – Public Speaking" course for the MBA program and also as a guest faculty in the course titled "Human Resource Management," bringing a blend of domestic and international perspectives to her teaching.

## Program Faculty:



**Prof. Sushanta Kumar  
Mishra**

He has almost three decades of experience in academia and industry. He has designed and delivered programs to Auditor Generals, Border Security Force, Commercial Tax officers, IAS officers, Indian Army, Judges, Ordinance Factory Board, Police officers, officers of the Rajya Sabha, Govt. organizations (Banks, Indian Railways, MP Tourism, MP Board, NIC), Public sector organizations (NTPC, NHPC, ONGC), and private sector organizations (ICICI Bank, ICICI Life Insurance, ITC, JSW Steel, Larsen & Toubro, Rakuten, SAP Labs, Sundaram Finance, Tata Motors, Tata play, Thomas Cook India, Deloitte) to cite a few. He has also taught a course titled "Lead" at the Indian School of Business, Hyderabad, for eight years. He has contributed to IIM Indore in multiple roles, such as the Dean (Programs), Dean (Research), and member of the BoG. He was the President of the Indian Academy of Management, an affiliate of the Academy of Management.

His research has made significant contributions to the field, appearing in top-tier journals, including the Financial Times' Top 50 Journals. His work has been recognized with prestigious awards, such as the Best Accepted Paper, Carolyn B. Dexter Award finalist, and Career Division Best Published Paper award finalist in the Academy of Management Meetings. His research was also selected as the first runner-up for the annual Michael Poole Best Paper Award 2020 in the International Journal of HRM. As the editor-in-chief of the IIMB Management Review and a member of the review panel of many Journals, he continues to shape the academic discourse in his field.



### Executive Education Office

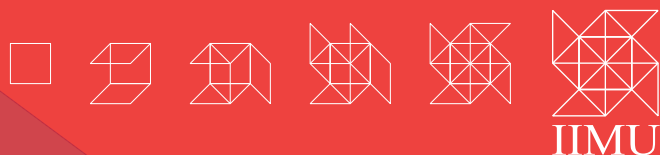
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