



**Institute of  
Management Technology**  
Ghaziabad, Delhi NCR



# **COMMUNICATION: LEARNING TO PERSUADE & INFLUENCE**

# About Us

Established in 1980, IMT Ghaziabad is a premier AACSB-accredited management institute in India, known for its strong emphasis on Innovation, Execution, and Social Responsibility in leadership development. Consistently ranked among the top business schools in the country, IMT boasts of a robust alumni network with over 1,000 C-suite leaders across global organizations. The Executive Education (ExEd) arm actively collaborates with industry, government, and the social sector to design and deliver customized programs rooted in sector-specific research and future-ready learning, ensuring maximum relevance and impact.

## Program Context

Influencing people is essential to success in our professional lives. With every business challenge comes an opportunity to influence an outcome, and with an ethical application of our persuasive skills we can achieve unmatched results. Whether you need to get work done from your peers or from a team on whom you have no formal influencing and persuasive skills are the driving force that will help you accomplish your goals.

In this fast-paced and highly integrated program, we focus on the successful techniques that people use to design compelling messages, and explore why some messages are more influential than others. Through hands-on exercises and simulations, you will improve your ability to influence and motivate others to achieve your business objectives.

## Learning Outcomes



- Appeal to an audience by analyzing and responding to their needs
- Engage your listeners and captivate them with your message
- Understand effective techniques of influencing others
- Use logic, emotion, and credibility-based appeals to create a convincing argument
- Design a compelling pitch that influences buy in

## Program Content



- Working on your own persuasion style
- Understanding Influence
- Understanding effective techniques of influencing others
- Using logic, emotion, and credibility-based appeals to create a convincing argument

## Pedagogy



Classroom learning through discussion and case studies.

## Intended Audience

This program is designed for managers who want to strengthen their influencing and persuasive skills to meet strategic goals. The course will help managers understand the art and science of influence and persuasion and subsequently apply that understanding to their respective businesses.

## Program Director



**Dr. Shailja Agarwal**  
Professor  
Area: Business  
Communication

Dr. Shailja Agarwal is a Professor of Business Communication Area with IMT Ghaziabad. She also heads the management training initiatives as Chairperson, MDP at IMT Ghaziabad. She brings with her a rich experience of 25 years of teaching and research. Prior to joining IMT Ghaziabad in October 2013, she was a faculty member with IIM Rohtak where she taught courses on communication

and was also the Program Chairperson for the Executive Education Programme. Apart from getting published her research papers and case studies with some highly reputed publishers like Ivey Business Publishing, Emerald, Sage etc., Dr Agarwal has authored two text books on Communication and Critical thinking respectively, published with reputed publishers and current bestsellers. She has also been a recipient of Emerald Awards for her contribution in Research. Apart from being an avid researcher and case writer, she has also organized and conducted management training programs for more than 100 organizations till date, some of them being DRDO, Axalta, MSIL, MicroSave, PNB, NIIT, HDFC, Jubilant, Apollo, etc.

## Administrative Details

**Mode:** Offline

**Venue:** IMT Ghaziabad (Institute of Management Technology, Raj Nagar, Ghaziabad-201001)

*Note: On successful completion of the program, the participants will be awarded a Certificate of Participation from the Institute.*

## Management Development Program Office

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