

# Taking People Along: Managing by Persuasion

August 6-10, 2018



Executive Education  
Indian Institute of Management Ahmedabad

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Ever found it difficult to implement changes in your workforce because of resistance from your team? Or found yourself agreeing to a plan that you know is not going to work, but could not convince your peers of the pitfalls lying ahead? These are commonplace situations which all of us face in one form or the other, regardless of our industry, organization or function. And this is where persuasion comes in.

## **In an organizational setting, we rarely work alone.**

We constantly engage with various stakeholders, both internal and external. Research shows that it is not only intelligence and expertise that helps us succeed; persuasion and other communication skills are quite often the key differentiating factors between success and failure.

As a leader, you employ persuasion tactics regularly in your day-to-day functioning. You juggle multiple relationships with varied stakeholders who play a key role in your work, but over whom you wield limited power. By now, you would have developed your own style of persuasion in your interaction with these stakeholders mostly through your personal experiences. Would you now like to systematically review, analyze and enhance your skills? Tailor it for different levels of audiences – peers, subordinates and top management? Refine it according to the medium and scope of communication? If yes, then this is the programme for you.

These five days will help you master the right persuasion tactics for different situations and contexts so that you are able to:

- Identify powerful tenets and principles of persuasion
- Communicate during times of uncertainty
- Resist persuasive communication tactics
- Speak persuasively to large audiences
- Use appropriate persuasive communication for
  - Trusted, long-term relationships
  - Upward, downward and lateral relationships

The programme is designed to hone persuasive skills at two levels – individual level and organizational level. At the individual level, we will reintroduce you to different elements of persuasion and influence, to help enhance your interpersonal skills. At the organizational level, we will help you understand how different styles of persuasion work for different organizations, cultures, and relationships. The best form of people management in organizations is built on persuasion – when people go along with you willingly. This is no cakewalk; there will usually be resistance. But if they go along willingly, you

can concentrate on achieving your goals without wasting your time worrying about sabotage or back-stabbing.

**Taking People Along: Managing by Persuasion** will help you do that. It does not matter what functional areas you are currently operating in. It does not matter whether you have an MBA or whether your managerial wisdom is distilled from experience. It does not matter whether you work with a large multinational company or a small non-profit company or run your own start-up. What really matters is a keen interest in taking your persuasive power to a higher level. We welcome participants from different backgrounds and different age groups because everyone benefits from the diversity.

We do not lecture. Instead, we help you plan and execute different acts of persuasion and reflect on them collectively and systematically. You will arrive at your own conclusions, adopt your own resolutions, and chart your own course based on your own individual personalities, strengths and weaknesses.

Apart from all this during the workshop, we will be happy to give you telephonic/online consultation and support for up to two months following the workshop.

## **Core Faculty**

- Kaul, Asha
- Kulkarni, Vaibhavi (Faculty Chair)  
Email: vaibhavik@iima.ac.in
- Monippally, Mathukutty
- Sharma, Meenakshi



## Nominations and Inquiries

Nominations should reach the Executive Education Office latest by **July 23, 2018**. The last date for early bird discount is **July 16, 2018**.

Organizational sponsorship is generally required, but can be waived in case the participant is likely to gain significantly from the programme for personal improvement or greater job effectiveness.

All nominations are subject to review and approval by the programme faculty (usually after the due date for receiving nominations). A formal acceptance letter will be sent to selected nominees accordingly. Nominees are requested to make their travel plans only after receiving the acceptance letter.

For nomination forms and more information, please contact:

### Executive Education

Indian Institute of Management Ahmedabad  
Vastrapur, Ahmedabad 380 015.  
Phone: +91-79-6632 4461 to 69 and 4472 to 77  
Fax: +91-79-2630 0352 (ExEd)/ 2630 6896 (General)  
Email: [exed@iima.ac.in](mailto:exed@iima.ac.in)  
Website: [www.iima.ac.in/exed](http://www.iima.ac.in/exed)

## Certificate

A certificate of participation will be issued to the participants at the end, subject to their having attended all the sessions of the programme.

## Venue and Accommodation

The programme will be held at the Indian Institute of Management Ahmedabad. Participants would get full board and air-conditioned single room accommodation on the Institute campus.

IIMA norms do not allow participants to have guests staying with them during the programme.

## Programme Fee and Payment

**INR 1,20,000 plus 18% GST per person** for participants from India and its equivalent in US Dollars for participants from other countries. The fee includes tuition fees, programme materials, boarding and lodging.



The programme fee should be received by the Executive Education Office latest by **July 23, 2018**. In case of cancellations, the fee will be refunded only if a request is received at least 15 days prior to the start of the programme. If a nomination is not accepted, the fee will be refunded to the person/organization concerned.

The programme fee can be paid in one of these two ways:

### [A] Electronic Fund Transfer:

1. Name of Beneficiary:  
**Indian Institute of Management Ahmedabad**
2. Savings Bank A/c No. 9369EEP, YES Bank Limited, C. G. Road Branch, Ahmedabad (IFSC: YESB0000007, SWIFT Code: YESBINBB)
3. Name of Remitter: \_\_\_\_\_ (Please mention the name of the sponsoring organization)
4. Purpose of Remittance:  
**Taking People Along : Managing by Persuasion**
5. IIMA Permanent Account Number (PAN):  
AAATI1247F
6. IIMA Tax Deduction Account Number (TAN):  
AHMI00189A
7. IIMA GST Registration Number:  
24AAATI1247F1Z4 (SAC: 999293)

After making the payment, please email us the complete transaction details immediately so that we can link your remittance with your nomination.

### [B] Payment Gateway

For more information, please visit the respective programmes listed on our website [www.iima.ac.in/exed](http://www.iima.ac.in/exed).

## Discount

**Early Bird Discount:** Nominations received with payments on or before **July 16, 2018** will be entitled to an early bird discount of 7%. Early submission of fee and nomination does not, however, guarantee acceptance of the application.

**Group Discount:** Any organization sponsoring four or more participants will be entitled to a discount of 7% on the total fee payable provided that at least four participants actually attend the programme. Organizations can avail themselves of both the discounts subject to a maximum overall discount of 10%.

Any organization sponsoring 25 or more participants across all the programmes in one academic year will be entitled to an overall discount of 15% on the programme fee payable.

The above discounts will be applicable only when the requisite numbers of participants actually attend the programmes.

## Alumni Association

Participants who are attending short-duration Executive Education Programmes for the first time, on or after April 1, 2012, will have to attend for a total of 21 days in one or more programmes in order to be eligible for alumni status and alumni identity card, both of which will be awarded on the payment of a one-time alumni fee of INR 10,000.

## Indian Institute of Management Ahmedabad (IIMA)

IIMA was set up by the Government of India in collaboration with the Government of Gujarat and Indian industry as an autonomous institution in 1961. The Institute provides education, training, consulting and research facilities in management.

### Major Programmes Offered by IIMA

- Two-Year Post Graduate Programme in Management (equivalent to MBA)
- Two-Year Post Graduate Programme in Food and Agri-business Management (equivalent to MBA)
- Fellow Programme in Management (equivalent to Ph.D.)
- One-Year Post Graduate Programme in Management for Executives
- Executive Education offers short duration programmes through open enrollment, customisation and online for various levels of experienced professionals across industry
- Faculty Development Programme for teachers in universities and colleges
- Two-Year Online Post Graduate Programme in Management (ePGP)

The Institute has 97 faculty members working in the following management areas and centres:

### Disciplinary Areas and Groups

- Business Policy
- Communications
- Economics
- Finance and Accounting
- Human Resource Management
- Information Systems
- Marketing
- Organizational Behaviour
- Production and Quantitative Methods
- Public Systems Group

### Interdisciplinary Centres

- Centre for Gender Equity, Diversity and Inclusivity
- Centre for Innovation, Incubation and Entrepreneurship
- Centre for Management in Agriculture
- Centre for Management of Health Services
- IIMA-Idea Telecom Centre of Excellence
- India Gold Policy Centre
- Ravi J. Matthai Centre for Educational Innovation



**Kasturbhai Lalbhai Management Development Centre (KLMDC)** located on the IIMA main campus and the **International Management Development Centre (IMDC)** located on the new campus, provide an academic and learning environment for participants of the Executive Education Programmes. All rooms at KLMDC and IMDC are air-conditioned and have internet connectivity. They have separate dining halls, a reading lounge, classrooms and auditorium (with audio-visual and computer projection facilities), syndicate rooms and computer lab. The campus is Wi-Fi enabled. Recreation facilities exist for indoor and outdoor games (badminton, basketball, billiards, carrom, chess, cricket, football, squash, TT and volleyball). Participants can also take advantage of the Institute's library.



कार्यकारी शिक्षा  
भारतीय प्रबंध संस्थान अहमदाबाद

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Indian Institute of Management Ahmedabad

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