



FEE:
PKR
20,000
(Plus Tax)

STRATEGIC

COMMUNICATION

For Personal and Organizational Effectiveness

This workshop is designed to help junior to mid-level professionals enhance their communication skills with a strategic mindset. It focuses on influencing without authority, improving internal communication, collaborating across teams, and aligning with organizational goals.

TRAINING MANAGER:

MR. OBAID AHMED

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AUGUST, 26, 2025



9:00 AM - 5:00 PM



F2F – KARACHI



021-35277511 | 051-9269850



marketing@nibaf.org.pk | registration@nibaf.gov.pk



0303-0652963

STRATEGIC COMMUNICATION FOR PERSONAL AND ORGANIZATIONAL EFFECTIVENESS

CONTENTS:

SESSION 1: What Is Strategic Communication and Why It Matters
"Strategic Missteps" – Decode the Communication Gap

SESSION 2: Personal Communication with Strategic Intent
"Communicating with Purpose: Upward, Downward, Peer-Level"

SESSION 3: Communicating Across the Organization
"Communicating to Collaborate"

SESSION 4: Planning and Communicating for Impact
"Basics of a Strategic Communication Plan (what to say, how, and when)"

SESSION 5: Reflection and Individual Action Planning
"Setting Personal Communication Objectives"



FACILITATOR

Farhan Uddin Raja is an accomplished Corporate Trainer with over 12 years of experience in professional development. He has conducted more than 100 impactful training sessions, empowering over 5,000 professionals across renowned institutions including IBA-CEE, NIBAF, ICMAP, and HOTAC.

He specializes in a wide range of soft skills, including business communication, public speaking and presentation skills, emotional intelligence, decision-making, and leadership development.

His programs are thoughtfully designed to address specific needs, helping individuals to enhance performance and productivity. Having worked with a wide spectrum of industries and institutions, Farhan brings practical strategies and transformative learning experiences that drive measurable outcomes.

