

Nirma University

Nirma University, Ahmedabad is **NAAC A+ Accredited**, and established as a statutory university in 2003 (amended in 2006) under a special act passed by the Gujarat Government. The University Grants Commission (UGC) has recognized Nirma University under Section 2(f) of the UGC Act.

Nirma University consists of Faculty of Technology, Faculty of Management, Faculty of Pharmacy, Faculty of Science, Faculty of Law, Faculty of Design, Faculty of Commerce, Faculty of Architecture & Faculty of Research, and Doctoral Studies. The graduate, postgraduate, and doctoral level programmes offered by these faculties are rated highly by accreditation agencies, industry, business magazines, and students.

Innovation, quality, and excellence are the key driving forces of the programme that have translated the vision of these institutions into a reality over a short span of time. The campus vibrates with curricular and co-curricular activities like international conferences, conclaves, short-term industry-relevant programmes, student competitions and cultural activities etc. Nirma University is also **5-Star Rated University** by the Gujarat State Institutional Ranking Framework, 2021

About Institute of Management

Founded on the vision of Padmashree Dr. Karsanbhai K. Patel, the Institute of Management, Nirma University (IMNU), earlier known as Nirma Institute of Management, came into existence in 1996. Embodying the principles of entrepreneurship, excellence, and professionalism, it imparts top-class business education and has produced new generation leaders and managers over the years.

The Institute of Management believes in critical academic pursuit and encourages original and innovative thinking with regard to national and internationally relevant ideas, policies through intellectually stimulating debates and discussions at all levels. The Institute has built its reputation with a dedicated goal of adding value to life and professional standards.

IMNU, a centre of learning where knowledge fuels the desire for distinction, has always pioneered in serving the changing needs of the industry. The campus infrastructure and amenities are comparable to any reputed university around the world. It hosts fully equipped classrooms where focused discussions, interactive study sessions, role plays, presentations, case studies, and strategy implementation sessions are held as part of the future managers' everyday work schedule. Institute of Management is ranked **22nd Best B-School pan India and published in Education World in May 2023.**

**For further details, contact:
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Programme Time

09:30AM to 05:30PM (All days)



Story Telling for Persuasion

Date: 17th to 19th October 2024

**Programme Leader
Dr. Nitin Pillai**



Address for Correspondence:

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OBJECTIVE OF THE PROGRAM

Persuasion remains a cornerstone for communicative activities both in personal and professional realms. Leaders and managers are required to create buy-in for novel services, products, plans and vision from various stakeholders. Despite the critical importance of persuasions, most executives struggle to employ this in their communication due to lack of proper training. Narrative persuasion, as a theory, promotes the use of storytelling skill to engage audiences effectively while communicating ones ideas and vision. Employing narrative persuasion through storytelling can create a rich milieu which breaks down barriers and creates more acceptance for the receiver.

WORKSHOP TAKEAWAYS

At the end of the workshop, the participants will be able to:

- Understand persuasion and modes of persuasion
- Employ narrative persuasion tactics
- Create compelling narratives to assist persuasions
- Compose effective setting and plot for communication

RESOURCE PERSONS

The Faculty of Institute of Management, Nirma University would conduct the programme.

FOR WHOM

Managers (Middle and Top Level), Trainers

HOW TO APPLY

The applicants are required to send completely filled in application form (photocopy may also be used) along with the registration fees so as to reach the coordinator on or before 14th October 2024.

COURSE REGISTRATION FEES

Fees	Types of Participants	Mode of Programme
Rs.10000/-	Managers (Middle and Top Level), Trainers	Offline

(Note: As per the Govt. Policy, please add CGST (9%) & SGST (9%) to the programme fee.)

Breakfast, Lunch, Tea and Kit (with course materials) will be provided to all the participants. All other expenses are to be borne by the participants.

Registration charges are non-refundable. Participants are required to make their own arrangements for stay and travel. However, on request, the arrangement for accommodation can be made in the University guest house on chargeable basis.

Fee can be paid by Demand Draft/Local Cheque. Demand Draft / Cheque should be drawn in favor of "**Institute of Management, Nirma University**" payable at Ahmedabad

**Institute of Management,
Nirma University**

APPLICATION FORM

Story Telling for Persuasion

(Date: 17th to 19th October 2024)

1. Name _____
2. Age _____ years
3. Designation _____
4. Organization _____
5. Address _____

6. Experience (years) in relevant area
(if applicable)
Industry: _____
7. Demand Draft/Cheque No _____
Dated _____
Bank with Branch _____

Phone _____

Mobile _____

Email _____

Signature of Participant

Date :

Place :

Certified that the above applicant is employed in our organization and the information stated by him/her is verified and found correct. We therefore, sponsor him/her to attend the short term training organized at your institute

Signature of Sponsoring Authority
with Seal