



ATENEO DE MANILA UNIVERSITY
GRADUATE SCHOOL OF BUSINESS
CENTER FOR CONTINUING EDUCATION



Personal Mastery **ONLINE PROGRAM**

COMMUNICATE WITH IMPACT: OUR KEY TO MOVING FORWARD

March 7, 8, 10, & 11, 2022 | via ZOOM



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ABOUT AGSB-CCE

The Ateneo Graduate School of Business - Center for Continuing Education (AGSB-CCE) was established to complement the existing Ateneo-BAP Institute of Banking, a consortium between the Ateneo de Manila University and the Bankers Association of the Philippines. It was initially known as the Basic Leadership Program (BLP) until the name was changed to Continuing Professional Education (CPE) and then finally, to Center for Continuing Education (CCE).

Under AGBS, CCE takes an active role in addressing specific industry concerns that require immediate, purposeful, and focused response. As an industry resource and partner, CCE offers continuing professional development programs that are workplace-based with immediate take-away value. Methodologies are based on business simulation, practical exercises and applications, case analyses, and focused discussions. Courses are designed, developed and delivered by industry practitioners who are noted experts in their respective fields. Together, AGBS and CCE support the Ateneo mission to promote excellence, integrity and service.



WHO SHOULD ATTEND?

This Program is for career men and women, professionals, people in management, and leadership who want to optimize – rather than just improve – their communication skills.

OBJECTIVES

Successful completion of this module enables the participant to:

- ➔ Increase awareness of your own communication style and how it can add impact to your communication;
- ➔ Assess and enhance your existing skills set and identify areas for development; and
- ➔ Interpret and engage your audiences more effectively.

COMMUNICATE WITH IMPACT: OUR KEY TO MOVING FORWARD

Effective communication has always been the key to all healthy relationships.

Then, Covid-19 happened. It dramatically changed our way of living and working. It altered the majority of our interactions with other people. When we communicate via video, we lose the benefit of seeing certain aspects of body language. When we wear masks, we lose the ability to interpret critical facial expressions, plus, our own ability to convey emotion through facial expression.

As we adjust to the new situation, and urgency becomes the new norm, we need to stop comparing how we communicate now to how we used to communicate; it's not going to help us move forward.

We must stay aware that communication will adapt the messages but use the same channels and best practices as before.

In this program therefore, you will strengthen your ability to communicate with appropriate impact in different settings - public and private, in person and on virtual communication platforms, and through routine or especially difficult interactions. As you discover and sharpen your authentic voice, you will gain a keener ability to get your message across.

You will continue to maintain healthy, meaningful relationships.

PROGRAM OUTLINE

I. Warm-Up

- A. What is effective communication and why is it necessary
- B. Types of communication
- C. What is active listening
- D. Confidence, persuasiveness, patience

II. The Core

- A. The People Principle
- B. Communication style: Yours and others'
- C. When and how to switch style
- D. What gets in your way

III. The Contexts

- A. Dyadic communication
- B. Small-group communication
- C. Organizational communication
- D. Audience communication

IV. The Construct

- A. Portrayal of communication situations
- B. Critiquing

RESOURCE PERSON



**MS. MA. SOCORRO
"BABY" P. JAMIAS**

Ms. Ma. Socorro "Baby" P. Jamias is a Gallup-Certified Strengths Coach, a learning and development facilitator, and a capability-building consultant. She works with the academe, government, various businesses, and diverse private organizations. Her expertise includes start-ups, people-skills development, performance improvement, talent management, leadership and managerial centering.

Ms. Jamias was a faculty member of Far Eastern University, University of Sto. Tomas, Maryknoll (now Miriam) College, St. Joseph's College, and Ateneo de Manila.

She has a Certificate in Organization Development from the Ateneo Human Resources Center. She completed her Master of Arts degree in Linguistics at the Ateneo de Manila University. She likewise took graduate studies in Education, Drama, and Speech at the University of the Philippines, University of Sto. Tomas, and Ateneo de Manila University respectively.

Currently, she is Program Director of the Happiness at Work Series and the Communication Excellence Series of the Ateneo Center for Continuing Education.

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PROGRAM DETAILS

March 7, 8, 10, & 11, 2022
(Monday, Tuesday, Thursday, Friday)
2:00pm - 5:00pm
via ZOOM

PROGRAM FEE

Php 10,000.00 (Early Eagle Rate until Feb. 21)
Php 11,000.00 (Regular Rate)

**Schedules and prices may change without prior notice.*

INCLUSIONS

- Digital copies of the materials can be accessed through AteneoBlueCloud (Canvas LMS)
- Digital Certificate of Completion

REGISTER NOW!

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SCAN CODE
TO REGISTER



Experience
EXCELLENCE