ABOUT THE INSTITUTE

Foundation for Organisational Research and Education (FORE), a non-profit autonomous organisation, was established in 1981 as a Centre for Excellence for research, consultancy, training and management education by renowned professionals of global acclaim from Government and corporate sectors. With a view to meeting the needs of professional education of excellence in Management, FORE School of Management, New Delhi under the aegis of FORE was established in 1992. FORE has been working closely with industry and academia for developing contemporary new domains of managerial thought and education and contributing to the process of building leaders today’s global business environment. FORE has been setting benchmarks in management education for the last over 25 years. This is aptly reflected in the Top rankings by leading B-Schools surveys of the country and in a recent survey conducted by CRISIL – a leading Ratings, Research, Risk and Policy Advisory Company in India – has rated FORE with A*** (the highest rating level for the Deloitte-NCR and A** for the National level for both the two-year PGDM and PGDM (IBM) Programmes). Located in the heart of South Delhi, FORE provides contextual learning and helps in the development of students as thinking professionals, who have the ability to meet the upcoming challenges for tomorrow’s corporate leaders. The Programs offered at FORE aim at developing multiple skills including managerial decision-making, problem-solving, analytical reasoning, communication, creativity and innovation.

The Institute has a Board of Directors with representatives from Government, academic institutions and industry. The Institute has also an Academic Council consisting of eminent professionals from industry, government and other academic institutions. FORE takes pride in its professional and high-quality faculty in the fields of Communications, Economics, Finance, Risk and Organisation Management, Information Technology, International Business, Marketing, Operations and Strategy. The faculty are drawn from leading national and international institutions and industries who are engaged in extensive research and consultancy, and possess a myriad of management skills. Eminent personalities and senior corporate professionals are invited from time to time to share their experiences and discuss real world managerial practices and market opportunities and challenges.

With a sharp focus on Management Education, Management Development Programmes, Consultancy and Research, and with 38 full time well qualified faculty FORE stands amongst the Top Business Schools in the country. FORE conducts MDPs to equip managers with knowledge, skills and attitudes required for effectively responding to global developments and competitive requirements. Our MDPs are designed with an appropriate blend of conceptual and experiential learning. Apart from open programmes, FORE conducts customised In-Company Programmes tailored to suit organisation’s needs on topics/areas specifically required by an organisation. These Management Development Programmes (MDPs) are either custom-designed to suit client requirements or are offered by faculty on a specific theme to meet various client needs.

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For any other information, please contact: Executive Education Office

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Phone: (011) 2685 6301 (Direct), 4124 2424-33 (Ext. 471 & 498)
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Executive Education Office

Management Development Programme

Enhancing Personal Branding: Building Your Pathway to Professional Success
February 15-16, 2018
FORE Campus, New Delhi

Programme Director:
Prof. Reeta Raina
INTRODUCTION
The personal image and interpersonal style of professionals can have a powerful influence on the development of any career. As we understand, it is tough to stand out in today's job market. There is no dearth of talent out there. The secret to standing out is to impress your employer with the unique and authentic self, be in person, on paper, and online. A professionals' brand is their reputation. It's what they are known for and how people experience them. It's about bringing who they are to what they do and how they do it. Delivering their brand clearly and consistently will create a memorable experience in the minds of those they interact with and can open doors to new opportunities. This personal brand experience will provide an opportunity to the participants to learn more about themselves so that they can uncover and define their unique skills, strengths, and talents. These areas form the foundation of their personal brand and can help them chart a course for their career and position themselves to reach their goals. "Build Your Personal Brand" provides guidance on making the right impact in any professional situation.

OBJECTIVES
To help the participants in uncovering and using their key competencies in creating a satisfying professional and personal life and also, in a way contributing towards the collective goals

CONTENTS
• Creating self-awareness
• Identifying personal and professional goals
• Uncovering your strengths and weaknesses
• Improving upon your people's skill set
• Developing the art of dialoguing
• Interacting in heterogeneous groups and developing the ability to relate well to others
• The ability to cooperate and resolve the conflict
• The ability to assert one's rights, interests, limits and needs

ANDROGGONY
The training will be conducted majorly by using theatre techniques – an experiential methodology that leads to self-learning.

WHO SHOULD ATTEND
Senior level executives of private and public sector companies

DURATION & VENUE
February 15-16, 2018
Venue: FORE School of Management, B-18, Qutub Institutional Area, New Delhi 110016

FEE
Non-residential: Rs. 16,000 per participant (plus GST @18%) covering professional fee, programme kit and tea/lunch.
Residential: Rs. 26,500 per participant (plus GST @18%) covering professional fee, programme kit and boarding and lodging (air conditioned single room) at Hotel Residency Resorts (P) Ltd., Qutub Residency, New Delhi or equivalent from noon of February 14, 2018 till noon of February 17, 2018.

Discounts
• Early bird discount of Rs. 2,400 per participant for nominations received on or before February 6, 2018.
• One complimentary nomination on non-residential basis for every group of three nominations from the same organization, i.e., 3+1 participants for the fee of 3 participants.

REGISTRATION
The registration form duly filled in along with the Programme fee should reach us at least 7 days before the commencement date of the Programme. You may also register & pay online by logging on to FORE website www.fsm.ac.in/mdpcalendar_201718.html. In case of subsequent withdrawal or cancellation of registration no refund of fee will be allowed. However, substitute(s) may be permitted with prior intimation.

CERTIFICATE OF PARTICIPATION
The Institute issues a certificate of participation on conclusion of the programme.

FACULTY
The faculty members of the Institute will take the programme sessions, except for a few sessions that may be taken by guest speakers.

PROGRAMME DIRECTOR
Prof. Reeta Raina is a professor at FORE School of Management. She has over 32 years of both teaching, training and research experience. She has publications majority in top International refereed journals and her work has been quoted and cited in various international journals. She has a research book to her credit titled "The Constitutive role of Communication in Building Effective Organizations" published by LAMBERT – an International publishing company. She has presented papers in various international conferences and has been the recipient of Best Paper Award and Outstanding Presentations. She is also the recipient of the Professor Award in HRM by National Education Award sponsored by Headlines Today. She is into corporate training as well. Her forte lies in experimenting successfully with different pedagogical tools. Presently, she uses theatre based activities that should help future managers build distinctive communication skills. Her research is interdisciplinary that includes employee engagement, work engagement, organizational communication; non-verbal communication, Organizational effectiveness, listening skills etc. Her earlier assignments were with MDI, Gurgaon and Thapar University, Patiala. She has been the visiting faculty at IIFT and IITM. She can be reached at <rraina@fsm.ac.in>.

FORE School of Management
Management Development Programme
Enhancing Personal Branding: Building Your Pathway to Professional Success
February 15-16, 2018
Registration Form

Name:
Designation:
Organisation:
Office Address:

Phone: Office
Mobile:
Email:
Fax:

Your expectations from the Programme:

Residential / Non Residential

Payment Options
Online Payment
Programme fees can be paid through credit / debit card / net banking. Please logon to FORE website www.fsm.ac.in/mdpcalendar_201718.html for online registration and payment.

Offline Payment
Programme fees can be paid through Local Cheque / DD

Note: Please feel free to make copies of this form for additional registrations.