**SAMBHRAM ACADEMY OF MANAGEMENT STUDIES**

**School of Management**

**Student Development Webinar**

**“Effective Communication Skills to Influence People”**

**June 21, 2021**

**The Report**

On June 21, 2021 a Student Development Webinar was organised by School of Management, Sambhram Academy of Management Studies on the topic “**Effective Communication Skills to Influence People”.**The program was attended by 130 students of MBA and M. Com courses. Prof. Arpita welcomed and introduced the Resource Person Dr. Praveen D Sam, Assistant Professor, Department of English, SSN College of Engineering (Autonomous), Chennai as well as the participants. Prof K.C. Mishra, Principal addressed the participants and expressed his views on the topic focusing on the essentials of communication in the context of Webinar.

The speaker started the presentation by putting forth different questions related to the importance of communication to gauge the mind of students and to make the session interactive. The webinar highlighted the importance of IDEA in the communication process. He suggested students to present ideas that are worth sharing as ideas can change life of people. He discussed the different type of complains which is preoccupied in the mind of presenter. The speaker focused upon the various demotivating strategies or the barriers associated while communicating ideas.

In the last part of the session, Dr. Praveen talked about HAIL THEORY given by Prof Julian Treasure where he pointed on Honesty, Authenticity, Integrity and finally Love which can be followed by all to become effective communicator.

The webinar ended with Ms Tintu Maria extending vote of thanks to the Resource Person for sharing his profound knowledge on the topic and enlightening the students.

