

TALK THE WALK

IVEY PROFESSIONAL COMMUNICATIONS CLUB

IVEY

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Communication and the world of business

One of the most important aspects of business is communication and presentation. In every issue we will have information on communication and how it relates to the different business fields. Lets start with why communication in general is important to business. Here's what Professor Michael Sider has to say on the subject :

"You know the stats: executives consistently rank effective communication as the most important skill a businessperson can possess. Surveys that ask what skills are most valued in a job candidate also consistently rank good communication skills—oral, written, and interpersonal—as most important. And top business theorists, including Michael Porter and C.K. Prahalad, agree that an awareness of how to use communication to drive action is crucial to executive success.

Given these stats, it's essential that business students develop their communication skills. Courses are just a starting point. Students need to seize every opportunity to practice their skills. Keeping journals, writing cases, even working on articles are great methods of developing better writing skills. Taking part in case competitions and speaking at public events can yield great dividends in the development of presentation skills. And reading—reading a wide range of literature, not just business literature, but tracts political, philosophical, and literary—can develop rhetorical abilities so that future executives have the command of language they need to build consensus and influence action. In a world where great leaders must be great communicators, time spent developing great communication skills is rewarded with success."

IMPORTANT

Make sure to add
ipcc.ivey@gmail.com
to your safe list to ensure that
you receive all club updates

Upcoming Events

Banana Republic Image Consulting Session

Date : Oct 15th

Time : 6.30 pm

Where: 1B02

RSVP necessary only 35
seats available.

*This session is usually in high
demand, make sure reserve
your seat early.*



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Become the Speaker & Leader you want to be!

We are proud to announce that Toastmasters has agreed to partner with IPCC this year. Toastmasters is an international organisation that has grown to become a world leader in helping people become more competent and comfortable in front of an audience.

They have extended the opportunity for IPCC members to sit in on local Toastmaster meetings. Most Toastmasters meetings are comprised of approximately 20 people who meet weekly for an hour or two.

Participants practice and learn skills by filling a meeting role, ranging from giving a prepared speech or an impromptu one to serving as timer, evaluator or grammarian. There is no instructor; instead, each speech and meeting is critiqued by a member in a positive manner, focusing on what was done right and what could be improved. To learn more about Toastmasters London visit <http://www.toastmasterslondon.org/>

And More.....

"Don't knock the weather;
nine-tenths of the people couldn't
start a conversation if it didn't
change once in a while."
~Kin Hubbard~

You Tube

Innocent until
analyzed

Nonverbal Communication:

[http://www.youtube.com/
watch?v=5X7fKZTmZa4](http://www.youtube.com/watch?v=5X7fKZTmZa4)

OPEN CULTURE

If you are looking to learn a new
language or pick up a course on the
side, this is a great resource for free
courses from Harvard, Yale,
Stanford etc.:

<http://www.openculture.com/>

If you have any comments or suggestions on the newsletter email : sswaminathan.hba2010@ivey.ca