



Indira Gandhi Delhi Technical University for Women
(Established by Govt. of Delhi vide Act 09 of 2012)
Kashmere Gate, Delhi-110006



DEPARTMENT OF MANAGEMENT

INDIRA GANDHI DELHI TECHNICAL UNIVERSITY FOR WOMEN



INDUSTRY INTERACTION CELL

Presents a session on :

**Business
Communication and
Storytelling**

By –
MR. VIKRAM KUKREJA
Founder of TBH CIRCLE



 **27 February, 2024**

 **Seminar Hall**

 **11 AM**

Department of Management

Expert Talk Session on "Business Communication and Storytelling"

ORGANIZER: Industry Interaction Cell of IGDTUW

DATE: 27th February, 2024

NAMES OF STUDENT COORDINATORS: Hiteshi Goyal, Chhavi Dhankar, Shreya Gupta, Ishpreet Kaur, Prachi Sadana, Priyanka Nalwa, Muskan Saini

FACULTY COORDINATOR: Ms Priyamvada Mathur

PARTICIPANTS: BBA and MBA Students

OBJECTIVE:

The objective of conducting a session on "Business Communication and Storytelling" was to equip students with essential communication skills and storytelling techniques to enhance their effectiveness in professional environments. The session was aimed at interactive discussions and practical insights to learn how to initiate conversations, structure communication effectively, and leverage storytelling to engage audiences and drive desired outcomes. By the end of the session, participants had a better understanding of the principles of strategic communication and were equipped with actionable strategies to apply in their respective roles and interactions.

MODE: Offline

EVENT SUMMARY:

Mr. Vikram Kukreja, the founder of TBH Circle, conducted an insightful session on "Business Communication and Storytelling." He is a TEDx Speaker and seasoned professional with over 10 years of global corporate experience.

The importance of starting a conversation with the right questions and avoiding excessive talking were emphasised in the session. Mr. Kukreja stressed the significance of clarity of thought, stating that it comes with both time and questioning. He highlighted the four essential steps for any effective communication, introducing it to us as the SPIN acronym – Situation, Problem, Interaction/Implementation, and Need – as a framework for strategic communication.

