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AHMEDABAD MANAGEMENT ASSOCIATION

VS Pandya Sahitya Mudranalaya – AMA
Centre for Communication

5-Day Certificate Program on
APPLIED COMMUNICATION
LISTEN, RESET, RESPOND

Many communication problems do not happen because people lack words. They happen because we do not listen fully, react too quickly, or reply before understanding what the other person actually means. This can happen at work, at home, or in social situations.
This 5-day certificate program helps participants build a simple three-step habit: listen to understand, reset before reacting, and respond with clarity and respect. Participants learn to notice assumptions, manage emotions, ask better questions, and choose words that move a conversation forward.
The program is practical and activity-driven rather than theory-heavy. Every session includes individual exercises, group activities, real-life situations, guided reflection, feedback, a concise summary, an evaluation sheet, and soft-copy study material for continued learning.

CONTENTS

Day 1 - Listen Beyond the Words
- Difference between hearing and listening
- Noticing facts, assumptions, tone, and unspoken concerns
- Asking simple questions to confirm understanding

Day 2 - Reset Before You React
- Recognizing personal triggers and automatic reactions
- Understanding how emotions affect voice, body language, and words
- Using a short pause-and-reset method before responding

Day 3 - Respond with Clarity and Respect
- Organizing thoughts before speaking
- Giving clear, brief, and respectful responses
- Handling incomplete information, misunderstandings, and sudden questions

Day 4 - Using the Method in Difficult Conversations
- Applying Listen, Reset, Respond during feedback and disagreement
- Setting boundaries without sounding rude or defensive
- Adapting communication with seniors, colleagues, clients, and family

Day 5 - Practicing Real-Life Communication
- Applying the complete method through practical simulations
- Managing interruptions, challenging questions, and emotional moments
- Creating a personal plan for calmer and clearer communication

FOR WHOM

- Working professionals and managers
- Entrepreneurs and business owners
- Homemakers managing family and social responsibilities
- Educators and trainers
- Students and early-career professionals
- Anyone who feels nervous, rushed, or unclear while speaking in difficult moments

PROGRAMME FACULTY

Ms. Poonam Modi is a Behavioral Communication Coach with over 20 years of multi-industry experience, working across education, leadership development, sales, marketing, and people management. Her work focuses on real-world communication, how people speak, respond, and behave in high-pressure and difficult situations, rather than scripted or presentation-based communication. She has trained and worked with professionals across corporate, educational, and public-sector environments and brings a highly practical, activity-driven approach to her sessions. Poonam is an Acquire Education Certified Trainer and an award-winning Toastmasters speaker, recognized for clarity, structured thinking, and the ability to communicate effectively under pressure. She also had the privilege of being mentored by outstanding public speakers and business leaders, experiences that strongly shape the way she works with participants today. Her sessions are known for being practical, relatable, and immediately applicable, helping participants develop calm, clear, and confident communication in challenging situations.

Programme Dates:
August 17 to 21, 2026
(Monday to Friday)

Duration:
5 Days (Total 7.5 Hours)

Time:
8.00 AM to 9.30 AM

Format:
ON CAMPUS

Programme Fee:
INR 1,500/- (Incl. GST)
Concession for Members 10%;
Patron 20%.

Last Date to Register:
August 16, 2026

Register

For bulk nominations and enquiries, please reach us at:

Mr. Dishank Panchal
Sr. Manager – Programs & Development
Mobile: 63525 56857
Email: dishank@amaindia.org

For enquiries and nominations, please reach us at:
AHMEDABAD MANAGEMENT ASSOCIATION
AMA Complex, ATIRA Campus, Dr. Vikram Sarabhai Marg, Ahmedabad 380 015.
www.amaindia.org ama@amaindia.org 079-26308601 / 02 Mobile: 7203030990