



# HSM

| Dr Hasan Murad  
School of Management

# VOICE AND INFLUENCE

## Media and Society Engagement



**Lead the Narrative. Influence the Nation.**

# INTRODUCTION

In today's hyper-connected world, leaders are no longer just decision-makers—they are narrators of their organization's vision and values. This two-day immersive masterclass is designed to elevate the communication capacity of Pakistan's top executives, enabling them to craft messages that inspire, influence, and lead.

From media engagement to stakeholder trust-building, this program equips participants with the tools to command public dialogue, navigate crises, and become the voice of their institutions.

## SALIENT FEATURES

- Lead with clarity across media platforms
- Build a credible executive voice
- Navigate crises with confidence
- Engage public & civic stakeholders
- Shape inclusive, authentic narratives
- Influence culture and reputation

# PROGRAM ROADMAP

## DAY 1 | STRATEGIC MEDIA MASTERY

**Theme: Lead the Message. Command the Moment.**

- The Power of Executive Voice
- Media Architecture in Pakistan & Beyond
- Message Architecture & Narrative Framing
- Crisis Communication Simulations

## DAY 2 | SOCIETAL ENGAGEMENT AND INFLUENCE

**Theme: Shape Public Dialogue. Drive Collective Impact.**

- Influence Through Social Media and Thought Leadership
- Stakeholder & Civic Engagement
- Media Ethics, Responsibility, and Cultural Sensitivity
- Boardroom to Broadcast – On-Camera Training



# **ADD-ONS AND POST-TRAINING SUPPORT**

## **PSYCHOMETRIC TESTING AND INSIGHTS**

- Executive Communication Style Assessment
- Influence & Assertiveness Quotient
- Personalized Report + 1:1 Debrief to Align Voice with Leadership Style

## **3 POST-TRAINING SESSIONS**

- Strategic Messaging Lab
- Crisis Simulation + Stakeholder Pitch
- Impact Review & Narrative Refinement

## WHO SHOULD JOIN?

- C-suite leaders & founders across sectors
- Marketing, PR & communication heads
- Public affairs professionals & liaison officers
- Media-facing executives and government spokespersons

## WHY CHOOSE THIS?

- Designed for the Pakistan context
- Facilitated by Senior Communication Strategists & Media Experts
- Interactive, case-driven learning
- Tools, frameworks & simulations for immediate application
- Extended post-training support for sustainable change

## PROGRAM FEE

- Two-day Workshop: Rs. 130,000/-
- With Add-ons: Rs 150,000/-

Take the Next Step Towards  
Impactful Leadership

# REGISTER NOW.

Limited seats | Certificate of  
Completion provided



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