HSM | Dr Hasan Murad School of Management
EXECUTIVE EDUCATION

VOICE AND INFLUENCE

Media and Society Engagement

Two-day, High-impact Program

For current and aspiring c-suite leaders



"THE ART OF COMMUNICATION IS THE LANGUAGE OF LEADERSHIP"

JAMES C. HUMES



75%

of career success depends on communication, influence, and relationship-building skills - not technical expertise.

Carnegie Institute of Technology, Research Findings

In today's hyper-connected world, leaders are not just decision-makers —they are storytellers of their organization's purpose and vision.

This two-day masterclass equips Pakistan's top executives to communicate with clarity and influence, craft compelling narratives, build trust, navigate media interactions, manage crises, and establish themselves as the authoritative voice of their organizations—all through practical tools, real-world strategies, and actionable insights.

DESIGNED FOR

- C-Suite executives (CEOs, CFOs, COOs and more)
- Senior leaders in corporates and multinationals
- Business heads preparing for enterprise roles

PROGRAM VALUE

- Contextualized for Pakistani leaders
- Led by senior faculty and practitioners
- Practical, not just theoretical
- Proven frameworks + peer learning
- Post-program support for real impact

STRATEGIC GAINS

By the end of the program, participants will be able to:

- 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



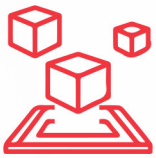


Course Material

PEDAGOGICAL EDGE



Case studies



Simulations

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-PROGRAM 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-PROGRAM SESSIONS

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

Program Date:
July 6 – 7, 2027

Location:
The Nishat Hotel, Johar Town, Lahore

PROGRAM LEADERS

DR ANJUM ZIA



Dr Anjum Zia is a media education leader with 35 years of teaching and academic administration experience as Dean, Chairperson, and program head. She has launched BS, MS, and PhD programs, as well as high-tech skill courses in digital media, filmmaking, journalism, and communication. She has also developed hands-on training through TV studios, FM radio, and production labs. She has supervised hundreds of research projects and contributes to faculty development and national training initiatives, including NAVTTC's "Skills for All" program.

DR SAVERA MUJEEB



Dr Savera Mujeeb Shami is a dynamic digital media scholar and national-level trainer with extensive experience in academia and mainstream media. Her portfolio spans UNESCO, PIPS, OsloMet University, and USAID/USEFP, where she has designed and delivered capacity-building programs for policymakers, legislators, faculty members, journalists, and media professionals. As Chairperson of Digital Media, she drives curriculum innovation and practical digital skills integration, making complex media and policy issues accessible to students and professionals alike.



ABOUT HSM

HSM at UMT is a prestigious institution dedicated to providing exceptional management education. Recognized as an HEC W4 category university, HSM's programs are known for their rigorous, result-oriented, and globally focused approach. With an emphasis on application-based learning, HSM equips future leaders, professionals, and executives with the knowledge, technology, skills, and insight needed to thrive in today's dynamic business landscape. Rooted in our vision of 'Developing holistic leaders,' we integrate a comprehensive understanding of leadership that encompasses not only professional acumen but also personal growth, ethical responsibility, and a global perspective.

THE World University Rankings 2025 by Subject

601-800 in Business and Economics

Leading Business School of Asia *by*

Newsweek

ACCREDITATIONS

NBEAC

National Business Education Accreditation Council

SAQS ACCREDITED

South Asian Quality Assurance System

TAKE THE **NEXT STEP** TOWARDS **IMPACTFUL LEADERSHIP**

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REGISTER NOW.

- Limited seats
- Certificate of Completion provided

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