

PROGRAM INFORMATION FORMAT

Course Name	Leading Through Language: Narrative Intelligence, Micro-Communication & Generative AI in Managerial Communication
Course Name as on Certificate	Strategic Managerial Communication in the AI Era
Certificate Issued by	IIM Jammu
Institute	Indian Institute of Management Jammu
Introduction	In today's hybrid, fast-paced, and AI-augmented workplaces, managerial communication is no longer about just clarity or frequency. It's about strategic use of language—whether you're crafting a message for a human or an AI interface, or delivering feedback in three words on Slack. This Management Development Programme empowers early-career managers and executives to lead through a new communication triad: Narrative Intelligence – shaping strategic meaning Micro-Communication – leading with subtlety, silence, and emotional tone Generative AI Communication – collaborating with tools like ChatGPT for better, faster, and ethical messaging Together, these redefine how managers can build trust, inspire performance, and make decisions more visible and inclusive.
Course Objectives	Master narrative intelligence for internal storytelling, team alignment, and decision framing. Develop sensitivity to micro-communication cues: tone, timing, brevity, silence, and structure. Learn how to use generative AI tools to enhance—not automate—your communication voice. Lead asynchronous, hybrid teams with intentional communication design. Balance efficiency and empathy in everyday managerial talk and texts.
Eligibility	Early Career Managers with not more than 5 years of experience in managerial positions
Program Prerequisites	NA
Target Segment/ Who Should Attend	Young and early career managers who seek to improve their soft skills related to communication efficiency
Type of Certificate	Management Development Programme
Total No. of Hours	30 Hours
Fee	Rs. 60,000 + GST
Date	3/30/2026 to 4/3/2026
Mode	Online
Pedagogy	Workshops, role plays, simulations
Course Content	The New Managerial Language: What's changing in how leaders communicate today? From AI to asynchronous tone Narrative Intelligence for Influence: Story structures for goals, change, and conflict; metaphors and sensemaking Micro-Communication Mastery: Reading between the lines: Slack tone, email structure, pauses in meetings Strategic Silence & Digital Body Language: managing presence, absence, and ambiguity with intention Generative AI as a Co-Writer: Prompting, refining, and reviewing communication outputs from AI tools

	High-Stakes Communication Practice: Performance feedback, escalation, stakeholder negotiation (role-plays and simulations)
Key Programme Highlights/USP	AI Prompt Labs; Micro Communication workshops; Narrative mapping workshops; communication debriefs
Program Directors	Dr. Gaana J ,Dr. Apurva, and
Key Attractions for sessions	Certificate in “Strategic Managerial Communication in the AI Era”. Learn to communicate with and through AI tools while preserving a human voice. Translate complex messages into high-trust, low-noise communication. Take away ready-to-use templates for internal updates, team feedback, performance narratives. Gain executive presence through words—not volume.