

Event Report on **Importance of Soft Skills and Communication**
in
Career Growth

Wednesday, March 22, 2023

The Centre for Career Guidance and Development (CCG&D), Integral University, in collaboration with Department of Law organized a seminar on importance of soft skills and communication in career growth for all the undergraduate students of Department of Law. **Mr. Asif Ahmed, with over two decades of experience as a Corporate Head in Hong Kong and an educator in the USA**, initiated the event by stating the significance of learning from experiences of others. He stressed the importance of reading in an individual's life and how it strengthens brain activity, boosts communication skills, aids in self-exploration, and makes one intellectually sound. Additionally, Mr. Ahmed emphasized the power of being committed to one's work, life, and decisions; moreover, he underlined the significance of self-improvement, where one has to be earnest to refine one's persona, be it externally through grooming or internally through reading and education.

Mr. Asif Ahmed shed some light on the importance of communication skills for success in life, using the examples of CEOs of tech giants who despite of not being the top students from their respective universities, succeeded by simply communicating their ideas and innovations in the best way possible. More than 110 students attended the session.



Mr. Asif Ahmed, a Consultant and an Educator making a presentation.

Dr. Naseem Ahmed Jafri, Head of the Department of Law and Dr. Sufia Rahman from CCG&D jointly coordinated the event. Various queries were addressed by Mr. Asif Ahmed after the presentation. Overall, the workshop advised students to be assertive in pursuing their aspirations, which will help them to stand out from the crowd, in addition to being focused on their present and future.