



MANAGERIAL WRITING

Skills (Reports/Letters/Memos)

Course Introduction:

This course will build the knowledge and skills participants need to confidently communicate to various audiences in an effective and, when appropriate, influential way. It is designed for people who are proficient in the basics of writing, including grammar and mechanics. Participants learn to use pre-writing techniques that give their writing clarity and conciseness while meeting the specific needs of the audience. Through interactive activities and discussions, participants identify how to create a unique writing style for varying types of business correspondence. They practice these writing techniques and apply them to writing emails, memos, and business letters. Participants also learn best practices for self-editing their work as well as seeking feedback from others to ensure effectiveness.

Course Objectives:

The specific objectives of this unique experience are to help you:

- Utilize the '7 C's of Business Writing
- Gain better awareness of common spelling and grammar issues in business writing.
- Review basic concepts in sentence and paragraph construction.
- Understand how to ensure email is used professionally and effectively
- Know the basic structure of agendas, email messages, business letters, business proposals, and business reports.
- Know tips and techniques to use when deciding the most appropriate format to use for agendas, email messages, business letters, business proposals, and business reports.
- Know tips and techniques in writing agendas, email messages, business letters, business proposals, and business reports.
- Gain an overview of Request for Proposals, Projections, Executive Summaries, and Business Cases.
- Define proofreading and understand techniques in improving proofreading skills.

Who Should Attend?

Our business writing course targets individuals required to write professional documentation such as emails, letters and reports.

Its primary purpose is to equip you with the skills required to write clear, concise, effective business documents in an efficient and Professional manner. It is particularly relevant to:

- Personal assistants
- Managers
- Sales representatives
- Customer service personnel
- Administration staff

- Accounts staff

Course Outline:

The Seven C's of Business Writing

- Care - take pride in work.
- Clear - easy to understand.
- Correct - the right words
- Concise - Is it too wordy
- Creative - different styles.
- Complete - check the 5 W's.
- Courteous - be professional,
- Keep reader's needs in mind.

Professional Email and Email Etiquette:

- Addressing Your Message.
- Appropriate and Effect use of 'Urgent'
- Make the most of your prime email-estate.
- Introduction – Body – Conclusion
- Effective Subject lines:
 - ✓ Don't make me open the email to find out the purpose – Tell me what you want from me – in 1line.
 - ✓ Don't make me scroll! - 1 page view only
 - ✓ Don't make me translate your sloppy language -
 - ✓ Make it simple and fast to read
 - ✓ Don't make me read redundant words
 - ✓ 2 – 3 lines per paragraph
- Salutation
- Signoff and Signature
- Corporate Communications Taglines
- Using 'Draft'
- Using 'Time Delays'
- Grammar and Acronyms
- Email Style.

Writing Meeting Agendas:

- The Basic Structure.
- Choosing a Format.
- Writing the Agenda.

Writing Proposals:

- The Basic Structure
- Choosing a Format.
- Writing the Letter.

Writing Reports:

- The Basic Structure
- Choosing a Format.
- Writing the Letter.

Other Types of Documents:

- Requests for Proposals.
- Projections.
- Executive Summaries
- Business Cases.

Writing Business Letters:

- The Basic Structure
- Choosing a Format.
- Writing the Letter.

Structuring Sentences for Effectiveness and Readability:

- Parts of a Sentence
- Punctuation
- Types of Sentences.

Creating Paragraphs with Persuasive Power:

- The Basic Parts.
- Organization Methods.

Proofreading and Finishing - Avoid the Cringe:

- A Proofreading Primer.
- How Peer Review can help.
- Printing and Publishing.

Course Fees:

To be advice as per course location. This rate includes participant's manual, Hands-Outs, buffet lunch, coffee/tea on arrival, morning & afternoon of each day.

Course Methodology:

A variety of methodologies will be used during the course that includes:

- (30%) Based on Case Studies
- (30%) Techniques
- (30%) Role Play
- (10%) Concepts
- Pre-test and Post-test
- Variety of Learning Methods
- Lectures
- Case Studies and Self Questionnaires
- Group Work
- Discussion
- Presentation

Course Certificate:

International Center for Training & Development (ICTD) will award an internationally recognized certificate(s) for each delegate on completion of training.

Course Timings:

Daily Course Timings:

08:00 - 08:20	Morning Coffee / Tea
08:20 - 10:00	First Session
10:00 - 10:20	Coffee / Tea / Snacks
10:20 - 12:20	Second Session
12:20 - 13:30	Lunch Break & Prayer Break
13:30 - 15:00	Last Session