Effective Business Writing & Communication

BRIEF PROGRAM OVERVIEW

This integrated business skills development program is built into three modules; it is a full two days intensive workshop that focuses on development of participant Writing for Business and Presentation Skills.

Module I: Writing Skills for Business

As with any form of communication, the way you write is influenced by many variables including your unique knowledge, interests, skills, personality and emotions. This practical course will help you plan, organize and structure a range of business communication formats, whilst giving you the opportunity to expand your own personal writing style.

Module II: Report Writing

Reports are important conduits of organizational information and an essential business record. Poorly crafted and presented reports can conceal important information, and their purpose can be unclear. This course will help you ensure your reports are clear, concise and well structured.

Module III: Writing Effective Email

Email communication is at the forefront of effective business relationships. Anything you write in an email can be retained for future reference, forwarded on to others, or used as a record of communication. Therefore, it is critical to be are aware of how to use email appropriately as a communication tool at work.

Module IV: Presentation

The ability to give an interesting, informative and persuasive presentation is a skill critical for many of us needing to make others think and be inspired to take action. Whether you're presenting in a formal or informal situation, this course will not only help you plan and present with confidence, but also provide you with the insight to evaluate your effectiveness to continually improve the delivery of your message.

FOR WHOM:

- ❖ This course will benefit anyone who wishes to attain a higher professional business writing competency skills.
- ❖ Ideal for people who want to improve their written communication skills when writing business correspondence including letters, emails, memos and short reports.
- ❖ Anyone who wants to learn techniques to improve the content, structure and professionalism of their reports to ensure they're clear and easily understood.
- ❖ Anyone who wants to improve their professionalism and effectiveness when writing business emails.
- ❖ This course has been developed for anyone required to make business presentations for both formal and informal situations.

COURSE OUTCOMES

MODULE I: WRITING SKILLS FOR BUSINESS
- Implement a prewriting plan in order to meet the desired objective of the correspondence.
- Apply professional layout, format and development of content.
- Use words and phrases that will improve the comprehension of your message and ensure a positive tone.
- Adopt techniques to proof your document for spelling, punctuation and grammar.
- Use the four-step writing process as a framework for business correspondence.

MODULE II: REPORT WRITING SKILLS
- Distinguish between different types of business reports.
- Write according to the report's purpose and target audience.
- Apply a clear and logical structure.
- Meet the objective of each separate section.
- Adapt your writing style to support the report's purpose.
- Present a professional business document.

MODULE III: WRITING EFFECTIVE EMAILS
- Improve your ability to communicate via email and ensure your message is understood.
- Write with the audience's expectations in mind.
- Use words and phrases that will improve the comprehension of your message and ensure professionalism.
- Apply techniques to turn negative language into positive language and remove emotion from your writing.
- Adopt techniques to proof your document for spelling, punctuation and appropriate tone.

MODULE IV: EFFECTIVE PRESENTATION
- Prepare for your presentation by understanding your purpose and objectives.
- Use three easy steps to structure your presentation.
- Distinguish and understand the different audience styles you may encounter.
- Create effective speaker notes and visual aids.
- Understand how you can use your voice and body to enhance your presentation.
- Think quicker on your feet during question time.

PROGRAMME CONTENT

MODULE I – COMMUNICATION ~ Understanding Yourself and Others

- **The Art of Communication**
    a. Logical and emotional content
    b. The neuroscience of effective communication
    c. Verbal and Non Verbal Communication
- **Communication Techniques**
    a. Empathy & Engagement (Understanding the other party, analyzing their real and stated interests)
    b. Active listening skills (summarizing, paraphrasing, reflection of content and feelings, open and closed questioning)
    c. Creating a memorable message
- **Communication Tools**
    a. Modes of Communication
    b. Communication Purpose (Informing, reflecting, influencing and motivating)
       Exercise: Matching modes to purpose
- **Creating and Building Communication Charisma**
    a. First impressions – how to create a positive impression quickly
    b. Increasing your spontaneity
- **Communication Scenarios**
    a. One –on – One
    b. Small group
    c. Large group
       Activity: Modifying content and delivery for different scenarious
- **Effective Communication**
    a. Creating 'cut-through'
    b. Building retention
    c. Emotionally intelligent communication

MODULE II – WRITING SKILL FOR BUSINESS

- **Principles of business writing**
  The three main principles of business writing you need to consider.

- **Personal needs analysis**
  Identify your own personal needs for improving your business writing.

- **The four-step writing process**
  A framework to work from when writing any type of document.

- **Planning to write**
  Tools for planning and idea generation, including constructing a mind map and how to make a flowchart.

- **Writing the draft**
  Ensure the layout and format of your document are visually appealing so your message is clear.

- **Development of content**
  Ensure your message is concise, with the right level of detail and a logical flow from one point to another.

- **Developing the message**
  A framework and formula for delivering good news or bad news, or making a request.

- **Edit and revise**
  Ensure you have addressed your purpose from the reader's perspective and avoid common pitfalls.

- **Word and language**

- Use 'plain English' business writing methods to ensure your document is simple and direct.

- **Ensuring a positive tone**
  How using positive words and phrases lifts the tone and removes some of the associated negativity.

- **Proof reading**
  Suggested techniques for proof reading your document to ensure you make the right impression.

- **Punctuation and spelling essentials**
  Tips to improve your spelling and punctuation over time.

- **Introduction to short reports**
  Understand the typical components of a short report and how to apply the four-step writing process.

MODULE III – REPORT WRITING

- **Challenges of report writing**
  Understand key business reporting considerations.

- **Types of business reports**
  Review common types of reports: information reports, analytical reports and proposals.

- **Planning to write a report**
  Adopt planning techniques to assist ideation and structure.

- **Purpose of the report**
  Focus on the transfer of knowledge and decision outcomes.

- **Identifying audience needs and expectations**
  Understand the audience's perspective and accommodate for visual, auditory and kinaesthetic (VAK) learning styles.

- **Managing difficult caller behaviours**
  Using LEAPS (listen, empathise, acknowledge, be positive and find solutions) with the emotional caller.

- **Gathering and analysing information**
  Identifying, researching and analysing data.

- **Common report structure**
  Use navigable structures to improve usability.

- **The executive summary**
  Understand the value of this reporting element.

- **Writing for impact**
  Guidelines for writing title pages, introductions, conclusions and recommendations.

- **Professional presentation**
  Use communication styles and language to promote positive outcomes.

- **Critique and review**
  Apply professional business standard

- **Making a difficult outbound call**
  Before you make your call, develop an action plan.

MODULE IV: WRITING EFFECTIVE EMAIL

- **Why email?**
  Why and when email should be chosen as your method of communication.
- **Schedule email handling time**
  Techniques to ensure email use does not drain your or time and energy.
- **What does an effective business email look like?**
  How to structure your emails to effectively deliver your message.
- **Who are you writing to?**
  Consider your audience and the outcome you hope to achieve.
- **Quick and clear message format**
  Learn simple framework to help you structure your content clearly and concisely.

- **Words and language for business emails**
  How you write gives the reader an indication of your professionalism and attitude.
- **Developing the message**
  Your email needs to engage the reader's interest quickly. It must be concise, but still contain enough content so that it is not ambiguous or misleading.
- **Be aware of tone**
  Because you cannot convey tone in and email.
- **Punctuation essentials**
  Review the basics and avoid common errors.
- **Spelling and proof reading**
  How to avoid errors which could cause people to form a bad impression of your business.

MODULE V: PRESENTATION SKILLS

- **What makes a great presenter**
  Five elements to consider to make you a great presenter.

- **Steps in preparing a presentation**
  Being clear on the purpose and the specific objectives of your presentation.

- **Structuring your presentation**
  The three phases of a well organised presentation.

- **Understanding your audience**
  The more you know about your audience and their needs, the better you can meet them.

- **Supporting materials and visual aids**
  Understand how to effectively use speaking notes and visual aides.

- **PowerPoint do's and don'ts**
  Tips to maximise the effectiveness of your presentations.

- **Delivering your presentation vocally**
  A bright, outgoing approach will boost your confidence and positively impact your audience.

- **Body language**
  Understanding the relationship between facial expressions, walking patterns, gestures and eye contact when presenting.

- **Handling the question and answer period**
  Encouraging audience participation.

- **The value of evaluation**

If you ignore feedback, improvement will
never happen.

DURATION: 2 DAYS

REGISTRATION PROCEDURE

1. Pay the registration fee on or before registration deadline date(at least a week before class commencement date)
2. Send your name, phone number, email address, training location, amount paid to training@successdrives.net or SMS to 08033027439
3. Visit www.successdrives.net click on register now tab and complete Registration Form.
4. Upon confirmation of your registration an electronic receipt will be sent to your mail.
5. Commence your training at SuccessDrives Training Facility, Allen Avenue, Ikeja- Lagos State

ACCOUNT DETAILS

Bank: First City Monument Bank Plc (FCMB)
Account Name: SuccessDrive Global Consult Ltd
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