



BUSINESS WRITING SKILLS FOR MANAGERS:

This is a 2- full day's course (16 hours-each day 8 hrs)

Who will benefit:

Managers who need to communicate effectively in writing with accuracy, style and impact.

Objectives: By the end of the course participants will be able to:

- Appreciate and understand the challenges and skills of first class written communication
- Express themselves in writing with greater clarity and brevity in a business context
- Present more effective and stylish written documents

OUTLINE:

1. Clear Writing on job: Managing Through Writing

- The importance of clarity, and how to achieve it.
- Tone and effective management.
- Checklist for clear writing on the job.

2. Managing Correspondence: Memos and Letters

- The rhetoric of writing memos: writing to get what you want.
- Style and tone in correspondence

- "Dear Sir or Madam": Avoiding Gender Biased language in correspondence.

3. Writing Effective Directives:

- Clarity vs. authority: "Just tell me what you want!"
- "Better be safe than sorry": The legal aspects of writing instructions.
- Organizing instructions for clarity.
- Checklist for writing clear directives.

4. Writing Clear Reports:

- Tailoring reports to audience and purpose.
- Organizing reports.
- The conventions of writing reports.
- The politics of writing and distributing reports.
- Tone in reports: Making objectivity work for you.
- Checklist for clarity in report writing.

5. Writing Effective Proposals:

- Identifying problems: The preliminaries.
- Organizing the proposal.
- The Basics of proposal writing.
- "Brief let me be": Avoiding wordiness.
- Checklist for clarity in proposal writing.

This workshop is a detailed insight into the writing skills required by Managers. It is very interactive and includes many activities and exercises to enhance the learning experience.

- ❖ It is spread over the period of 2-full days consisting of 8 hrs each (9am-5pm)
- ❖ It includes 2 tea breaks and a lunch break

The course break-up is as follows:

Day One:

- ❖ Clear Writing on job: Managing Through Writing
- ❖ Managing Correspondence: Memos and Letters
- ❖ Writing Effective Directives:

Day Two:

- ❖ Showing Emphasis
- ❖ Writing E-Mails and Memos
- ❖ Writing Reports/Proposals
- ❖

Proposed Training Plan Consists of:

- ❖ Training Kit : Handouts, Activities, Exercises
- ❖ Training Duration: 3 full days (8hrs each)
- ❖ Number of candidates: Minimum=20 Maximum=40
- ❖ The training venue proposed is : PC hotel or Avari Hotel, according to availability of dates assigned by PITB for the training.

TRAINING COST:

Cost per Individual Participant is a total of:= **Rs.13000**

Includes cost of:

- + Handouts,
- + Activity/Exercise material,
- + Certificates,
- + Tea (twice),

- ✚ Buffet Lunch,
- ✚ Hotel Facility Charges,
- ✚ and Trainers Cost/Fee