



Pakistan Society for
Training & Development

Basics of Business Communication



13-14
FEBRUARY



Course Content

Program Takeaways

- Versatile Professional Communication that Influences
- Business Writing Skills that Wins
- Professional Presentation Skills that Sells

WRITING CAN BE BRILLIANT

To be successful in business today you must be able to communicate clearly through written text.

The ability to write clearly and convey complex information logically is a huge competitive advantage in any industry.

Bottom Line?

Individuals and teams that communicate clearly succeed at work.

- Speed up the writing process when writing business documents
- Organize your ideas and conclusions coherently when writing
- Develop a professional, reader-friendly written style when writing
- Expand your range of language when writing business documents
- Edit your own and others' business writing more effectively
- Improve the presentation of your business writing

Be the effective communicator every organization desperately wants.

Being an effective communicator in today's competitive business landscape means knowing how to write concisely, coherently, and clearly. It also means knowing how to plan, organize, draft, and revise your work—efficiently.

This course will show you how it's done.

Throw out the window what you think you know about business writing.

In this course, you'll discover:

- The impact of effective writing on productivity, morale, and career
- Surprising strategies to help quickly produce clear, easy-to-read documents
- How to evaluate your personal writing strengths and opportunities for improvement
- Capture audience with powerful **Letter | E-Mails | Memos**

Throughout the day you will analyze key strategies, evaluate a variety of actual business documents, and apply the strategies to multiple audiences and situations will be emphasized.

Learning outcomes: what you'll take back to the office

In this course, you will:

- Apply proven and effective writing strategies to produce professional documents
- Prepare effective, purpose-driven messages

- Write with maximum clarity and conciseness
- Overcome writer's block to write more quickly
- Identify audience wants and needs
- Select appropriate channels for sending messages
- Analyze "readability" levels
- Use correct writing conventions
- Practice critiquing/editing personal writing samples

Creating Captivating Presentations

Delivering a brilliant, memorable and interactive presentation requires a number of skills including effective planning, choosing the right delivery method(s), developing outstanding customized content, professional group facilitation, the efficient use of technology, effective communication skills and more....

Learning outcomes you will hone:

To be a successful, professional presenter you need to be able to capture your audience and take them on a journey with you by using:

- Designing effective & engaging presentations
- Selecting the most suitable delivery method based on the audience and the environment
- Mastering powerful & effective verbal & non-verbal communication techniques
- Gaining insight into effective techniques for calming nerves
- Creating compelling PowerPoint presentations
- Using videos and audio to enhance the experience
- Learning different tricks to add diversity & interest to engage the audience
- Learning to pump it up a notch to deliver higher energy presentations

Raw information is logical, but being logical does not capture or hold anyone's attention for too long. Persuasive presentation starts with raw information, then opinions are added and enhanced with creative imagery and given personality by the presenter. The more of the mind you tickle, the more retention and motivation you reap. This segment of the workshop will teach you how to prepare effective presentations, and how to utilize the best method(s) for delivering your message while maintaining your audience's interest at all times.

Classroom training

Classroom training is proven to give the best learning experience and knowledge retention. You have the benefit of a relaxed but professional learning environment, an experienced trainer and the opportunity to ask questions, so you are 100% sure you understand all the course content.

Who should attend

This workshop's logical sequence—understand, analyze, and practice easy-to-apply strategies—is applicable for everyone who wants to hone his or her business writing skills to produce powerful reader-focused business documents that get results.

It will benefit anyone who presents; a trainer, a meeting facilitator, speaker, or seminar discussion leader. No matter which role you are assuming, this workshop will help you become more efficient and proficient with the skills of providing information to others.

Trainer's profile:

Meena Vali

Senior executive with over three decades of international experience and a track record of establishing and managing programs in human resources, education, training and coaching in environments of South Asia, Afghanistan and North America. A strategist and a clear thinker with a reputation for rapidly analyzing situations, identifying opportunities, proposing solutions and working with multiple age groups to develop innovative and targeted responses.



KARACHI

13th - 14th February 2018 | 9:00am - 5:00pm | PSTD, Karachi

Workshop Investment: PKR 25,500 + GST (Fee per participant)

FOR REGISTRATION DETAILS PLEASE CONTACT

Plot # TC-3, 34th Street, Off Khayaban-e-Sehar,
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Bring this Program In-House

This workshop can be customized to suit specific needs of your organization which may lead to significant savings and avoid difficulties. Please contact

Hasan Abbas

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Payment Terms - Please deposit the course fee in advance. Kindly prepare the cheque in favor of "Pakistan Society for Training and Development (PSTD)" and address it to Plot # TC-3, 34th Street, Off Kh-e-Seher, Phase 5 Ext. DHA Karachi along with the copy of this registration form. Please note that PSTD Cancellation Policy is activated as soon as an invoice is received by the client.

PSTD Cancellation Policy - Cancellations made at least 5 working days prior to the program will be refunded 50%. If a booking is cancelled in less than 5 working days, no refunds can be given. Cancellations must be confirmed by a letter or email. Substitutions may be made at any time for the same program only. In case of the participant not showing up on the day of the training a replacement can be sent.