



# Effective Business Writing Level 2

Upskill your writing skills to a whole new level of persuasion & influence

 August 16, 2021

 10:00 am - 03:00 pm (UAE)



## Workshop Overview:

This advanced writing course will go beyond the basic principles for writing well in the business world. Attendees will be asked to rethink some rules they have learned previously with a mindfulness toward current and contemporary writing practice. In this course, participants will apply practical strategies for planning and executing messages and achieving goals, even in the most challenging professional situations.



### Course Director:

Catherine Bentley

- The University of Edinburgh, MA English
- CIM, University of Central Lancashire
- Having worked for various blue-chip organizations
- Emotional Intelligence Practitioner



## About SIMFOTIX

SIMFOTIX is a trusted name in the executive education industry that offers cutting-edge corporate training programs. SIMFOTIX focuses on creating value for both learners and businesses through its varied program offerings. We, at Simfotix, hold unique expertise in developing our programs based on the design-learning concept that focuses on the key challenges of a learner and organization. Engagement, relevance, and effectiveness are the hallmarks of our learning solutions. So far, SIMFOTIX training programs are attended by over 5000 participants from over 1000 organizations operating MENAT region. Our clients regard their training experience with us inspiring and transformative.

On the e-learning front as well, SIMFOTIX offers courses that result in serious learning but in fun way, we adopt efficient gamification approach that is aligned with clear learning goals that L&D teams want to see as the achieved objectives. We also understand the ever-shifting corporate world challenges and even in online programs, we carry our legacy of quality, relevance, and impact that's why our programs are conducted by learned faculty comprised of global thought-leaders and top industry practitioners.

We also provide bespoke training solutions that are tailored and delivered in a way that it surpasses your expectations.

01	02	03	04
			
<b>SOFT SKILLS COURSES</b>	<b>IT RELATED COURSES</b>	<b>BANKING &amp; FINANCE</b>	<b>GAMIFICATION COURSES</b>



## Course Benefits

- Individuals become better at written communication and their skills will reflect positively for your business
- More calibration and streamlining in writing in keeping with the brand values of your organization
- Greater credibility for the individual and the organisation
- Increased respect for your organization in the market
- The decrease in confusion over instructions and ambiguous written communication
- Market credibility increases because of stakeholder recommendations
- Improved individual performance and sense of esteem for the organization
- Better dispute management
- Lower attrition as individuals feel invested in, listened to, valued and motivated

## Who Should Attend

- Secretaries of Presidents, Vice-presidents and Senior Management who may need to write communication for business every day
- Marketing and Sales managers deployed in content creation roles
- Administration executives responsible for online content creation and editing
- Executives who write emails and other communication on a daily basis
- Trainers, teaching staff, educators and administrators responsible for interacting with students and faculty
- Human Resource Managers, Executives and Leaders responsible for employee engagement, performance and organisational development
- Government officials responsible for communication and administration in government sectors



## Course Outline

### 01 Essential Building Blocks for Business Writing

- **Plain English for outstanding communication**
  - Principles for appropriate word and phrase selection, placement, and active phrasing
  - Sentence and paragraph usage for credibility and results
  - Avoiding word redundancies – being concise with word usage
- **Structure and Organisation: sentences/ paragraphs / punctuation**
- **Adopting the right style and tone**
- **Principles of Presentation**
  - Layout to create the right first impression
  - Consistency
- **Process for effective writing:**
  - SAP analysis – Subject, Audience, Purpose
  - Organising and Sequencing Content
  - First Draft
  - Edit

#### Personal Action Plans

### 02 Effective Business Emails

#### Detailed treatment of all aspects of business email writing:

- Templates
- Layout and presentation
- Protocols
- Power of Language in emails
- Negotiation by Email – the key principles

#### Personal Action Plans



## Course Outline

### 03 Business Report Writing

- **Definition of Business Reports**
- **Determining the objectives of Business Reports**
- **Types of Business Reports:**
  - Formal /Short Formal
  - Memo / Letter
- **Key elements & features of Business Reports**
- **Language and style for report writing**
- **Templates for Business Reports**

**Personal Action Plans**

### 04 Business Brief Writing

- **Definition of Business Brief Reports**
- **Principles & protocols**
- **Types of Business Briefs:**
  - General Information Dissemination
  - Manual / Instruction
  - Request for action / service
- **Key elements & features of Business Briefs**
- **5-step process for effective Business Brief writing**
- **Language and style for Business Brief writing**
- **Templates for Business Briefs**

**Personal Action Plans**



## About the Trainer



### Catherine Bentley

- The University of Edinburgh, MA English
- CIM, University of Central Lancashire
- Having worked for various blue-chip organizations
- Emotional Intelligence Practitioner

Catherine has a wealth of experience in learning and development. Prior to her time in the Middle East, Catherine spent 15 years in the UK Financial Services industry working in marketing and business management roles for a number of blue-chip organisations, including Royal and Sun Alliance, MBNA and Royal Bank of Scotland.

Proven track record in Business Management, Marketing Strategy, Recruitment and Training & Development to Executive and Senior Management levels within Multinational, Enterprise and SME organisations. A results-driven and energetic achiever, committed to wide-ranging challenges and adept at achieving results through engaging and motivating teams and individuals.

## Training & Facilitations

- Coached Financial Services Executive Board Members in Business Planning and Communication Skills.
- Coached over 100 senior executives of a high profile Middle East bank in the development and application of Emotional Intelligence competencies to enhance team performance.
- Coached Emirati professionals in Professional Presence to prepare for career fast-tracking
- Designed and delivered tailored a range of soft skills development programmes for Hospitality and Healthcare Sector Clients
- Coached a Leading Medical Practitioner Executive Team through significant business & operational change processes to develop leadership & team skills

## Some of the Recent Clients She Handled

Pepsi, Petrofac, Accor Hotels, Commercial Bank (Qatar), Cartier, Cardinal Health, ENGIE, Hamad Medical Corporation, IWC Schaffhausen, Jumeirah Group, Rixos Hotels & Resorts, Richemont, Roche Diagnostics, Sehteq, VFS Global and others.





## Testimonials

*Excellent training conducted by SIMFOTIX Professional Development. The whole day was full of fun and learning in Advanced MS Excel.*

**Department of Economic Development, Dubai**

*SIMFOTIX trainer bears a persuasive approach in training. The company is professional in the arrangements of training till the end to make it a memorable experience. The in-house session and the follow-up is excellent Approach.*

**The Executive Council of Dubai**

*My team was positive and happy with the deliverables of MS Excel training, and they think the session increased their knowledge and efficiency.*

**Ministry of Human Resources & Emiratization**

*SIMFOTIX in-house training on MS Excel was well organized and our team learned a lot of new things. We consider this as value and meeting our objectives.*

**HR Team, Emirates Islamic Bank**

## Registration Details

**Regular Fee: USD 410 Per Participant (Plus VAT)**

**Team Offer: Pay for 2 and register 3rd for free**

Includes: Courseware, and SIMFOTIX Certificate

For registration (s) send us your **Name, Designation, Organization,** and **Mobile Number** to [register@simfotix.com](mailto:register@simfotix.com)

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