

# BUSINESS WRITING SKILLS

Learn the Art of Corporate Writing



August 24, 2022



10:00 am – 04:00 pm (GST)



## **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

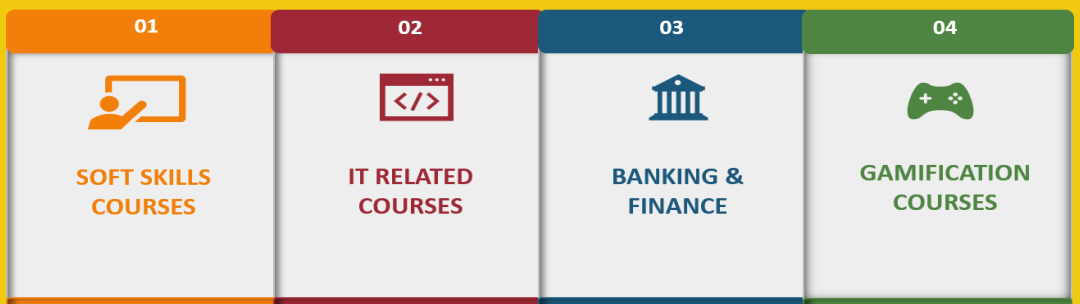


# About SIMFOTIX

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.



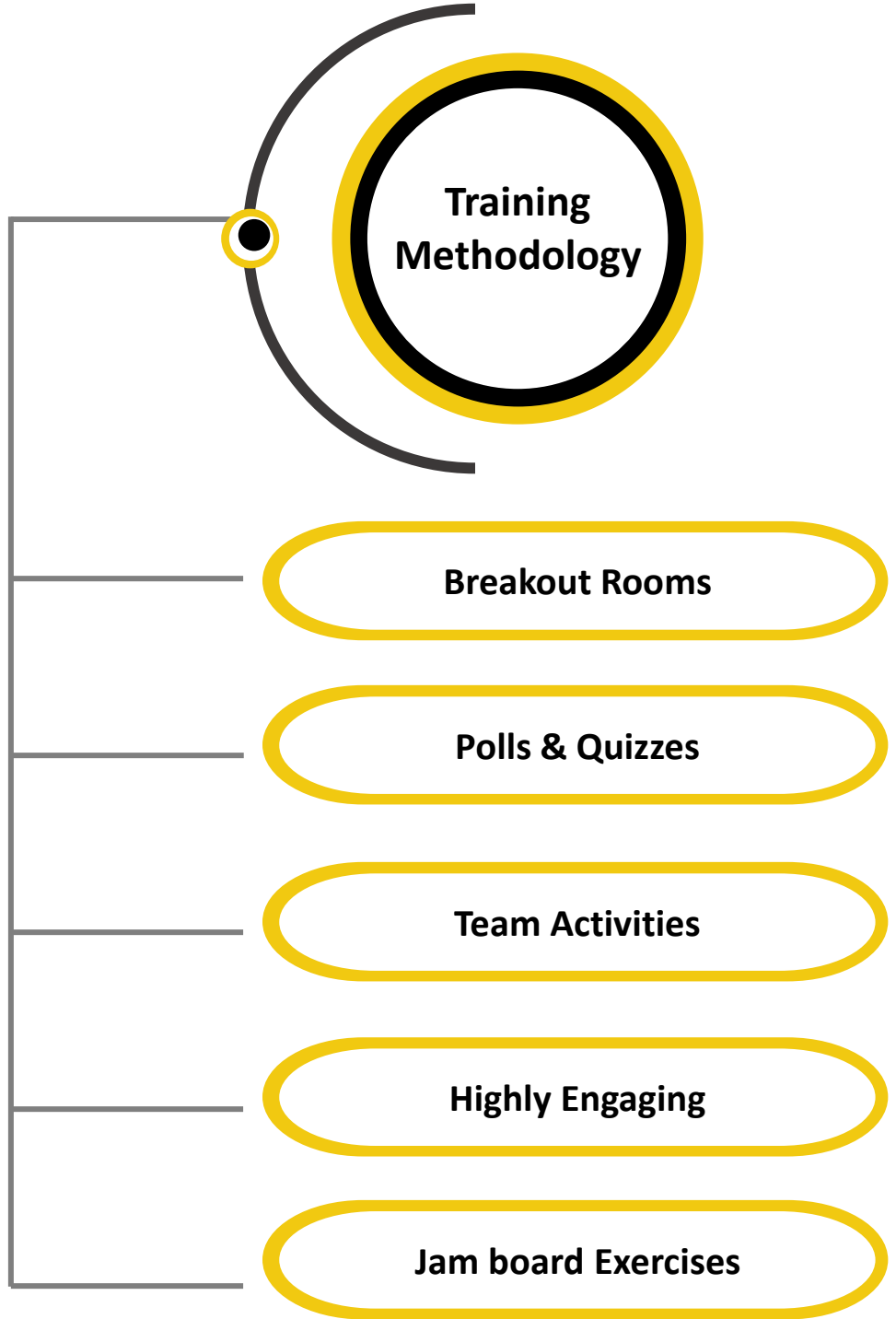


# Business Writing Skills

Learn the Art of Corporate Writing



# Course Methodology





# Business Writing Skills

## Learn the Art of Corporate Writing



# Course Outline

## Learning Outcomes

- Communicating clearly & completely the goal of the message.
- Projecting the goodwill aspect while writing different tones of email.
- Maintaining the tone and phrasing of the chosen words.
- Deliver practical examples of what to write and what not to write when
- informing, inviting, inquiring, or confirming through e-mails or memos.
- Enable managers & staff to get across concise messages.
- Feel confident to communicate at work.

## Course Outline

- Characteristics of an effective written communication.
- Attractive openings that captivate.
- Recognizing clichés and jargon and adding goodwill tone in the message.
- Structuring Sentences for Effectiveness and Readability.
- Addressing a conflict situation in the emails.
- Using simple and specific language to avoid confusion.
- Planning and structuring while writing to senior management.
- Improving sentence construction and paragraph development.
- Summarizing ideas effectively and drawing impeccable conclusions.
- Negative messages - the ultimate beginning.
- Adding positive tone in negative messages.
- Adding a personal touch to business writing.
- Reviewing the message and strong closing that inspire action.



## Business Writing Skills

### Learn the Art of Corporate Writing



### 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 & Facilitators

- 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.

# Course Director



# Business Writing Skills

Learn the Art of Corporate Writing



# Our Affiliations

غرفة دبي  
DUBAI CHAMBER



هيئة المعرفة والتنمية البشرية  
KNOWLEDGE & HUMAN DEVELOPMENT AUTHORITY



Human  
Capital  
Institute







## Business Writing Skills

### Learn the Art of Corporate Writing



# Client Testimonials

It was more interactive , more concentrating on the practical side rather than theory. Good Trainer | Professional and having good communications. Trainer's attention to details is great | Well Managed the Training Session | Was very resourceful | Very Good, Clear and Direct instruction and focus | New knowledge . The content was extremely informative and useful. | Interactive and informative. Smart, Collaborator and can deliver the information clearly the presenter is very well educated easy to explain the subject. **Emirates Post Group Participants**

Excellent trainer from SIMFOTIX. | I learned a lot spend very good and it helped me. | Really professional trainer and her sessions was clear and easy and fun. | She explained everything in a easy and beautiful way. | She have good ways to conveying the information to us and we don't feeling bored . **Mubadala Group , MDC BMS**

Simfotix Trainer bear a Persuasive approach in training and the company is professional in the arrangement of training till end to make it a memorable experience. The In-house session and the follow-up session is excellent approach. **The Executive Council of Dubai**

Informative, engaging | New tools to be used for the growth for our organization | brainstorming and Good knowledge of the subject. **Sharjah Airport Authority**

The detailed Explanation & Excellent trainer by SIMFOTIX. Powerful clear course & excellent instructor. Provided the necessary information perfectly. Overall, best training & course. **Etihad Water & Electricity**

Targeted learning should be at the top of your L&D agenda. Thank you Simfotix for being an agile partner in our learning Journey. **Roche Middle East.**

Excellent courses delivered by SIMFOTIX to our team. Easy to understand trainer and well managed. I liked its interactive nature, and Mr Ahmed's examples of common phrases. **DEWA**

My team was positive and happy with the deliverables of MS Excel Training, and they think this session increased their knowledge and efficiency. **“Ministry of Human resources & Emiratization”**

Simfotix In-House training on MS Excel is well organized and our team learned lot of new things. We consider this as a value addition and meeting our objectives. **Road & Transport Authority Dubai RTA.**

A combination of learning and sharing through activities and self presentations. Learning Art of Public Speaking with Simfotix Training is truly a good experience. **Abu Dhabi Terminals**



## Business Writing Skills

### Learn the Art of Corporate Writing



# Client Testimonials

InHouse session was best from SIMFOTIX. The trainer is excellent, and has a good knowledge on his craft. **DP World**

Excellent Training conducted by Simfotix Professional Development. The whole day was full of fun and learning. **Department of Economic Development, Dubai**

Since last two years My Company is working with Simfotix, and every time it is great learning experience. MS Excel is one of the most recommended Program with distinctive methodology and valuable deliverables. **ADNEC "Abu Dhabi National Exhibition Centre"**

The in-house training met the desired objectives for improvement in the Finance function. Group work throughout the two days and team presentation on various analytics put thing in the focus learning direction. Good output Simfotix. **Team Imdad Group.**

Easy way of transferring knowledge makes the learning more digestible. Great work Simfotix for the in-house session. **Emirates NBD Bank**

Simulation Board Game training is one of the great training course and materials. Super helpful for connectivity and engagement among our departments to upscale productivity. Thank you! **Ghobash Group**

Our team attended MS Excel Training with Simfotix and it was never so much learning before in this course. All skill levels on the course fully catered for with a very patient approach, it's worth attending. **DU Telecomm**

Inhouse Training with Simfotix Training for Credit Transformation Program goes with a Wonderful learning experience of our Credit Risk Team. Looking forward to engage them in other upcoming training. **Finance House Abu Dhabi**

Thank you Simfotix for a comprehensive and value training to our Saudi Arabia Finance Team. Case Study and exercises were the key element of this workshop. As Learning & Development we are satisfied to work with them in future. GM Learning & Development , **MAF Carrefour International.**

The Power Bi session was engaging and informative. Overall program outcome is what we agreed and delivered to our functional departments. We would like to do more programs with Simfotix.  
**Mashreq Bank**

**Reference to the specific people in respective companies can be furnished on request.**





## Business Writing Skills

Learn the Art of Corporate Writing



# Some of our valued Clients

ROCHE Middle East	Etisalat	DU Telecomm EITC	Abu Dhabi National Exhibition Council
Mubadala Group (Business Management Services)	King Abdullah University of Science and Technology , KSA	Emirates NBD Bank	Department of Culture and Tourism Abu Dhabi
Maersk	Dar Al Riyadh KSA	Fama Holdings Group KSA	The Executive Council of Dubai
Al Hilal Bank	MAF Retail (Carrefour )	Abu Dhabi Terminals	Department of Economic Development Dubai
Federal Electricity & Water Authority FEWA	Ghobash Group UAE	Saudi Airline	Ministry of Human Resources and Emiratization
Sharjah Islamic Bank	Abu Dhabi Finance (Mubadala Company )	Al Tayer Group	Dubai Electricity & Water Authority DEWA
Mashreq Bank	Arab Bank UAE	Abu Dhabi Ports	Averda Saudi Company
Abunayyan Holding KSA	Zain KSA	SAVOLA FOODS, SUGAR-KSA	Binzagr Company
Imdaad Group	Wartsila Power KSA	Abdul Aziz Al Majid	Chedid Re KSA
AbuDhabi Customs	ACWA Power	HSBC Bank	DP World
Saudi Telecom Company	SS Lootah International Investment Group	DHL Express	Securities and Commodities Authority (SCA)
HSBC	Emirates Group	Aster Group	United Al Saqr Group
Al Batha Group	Global Foods UAE	AXA Insurance	Coca-Cola
Commercial Bank of Dubai	Emirates Islamic Bank	Dubai Financial Services Authority	Schlumberger
Ministry of Telecommunication Oman	Al Ghurair Group	Finance HouseDubai	



## **Business Writing Skills**

**Learn the Art of Corporate Writing**



### **Registration Details**

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

**Team Offer: BUY 1 AND GET 1 FREE**

**(Pay for 1 and register 2<sup>nd</sup> participant 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)**

For More Information please contact: **Hiba Haneena**  
Mobile: +971 56 106 5106; Email: [hiba@simfotix.com](mailto:hiba@simfotix.com)