

Talk on Paper

**Practical workshop
on effective
communication
through better
business writing**

Workshop Objectives

Clarity means being understood

Brevity means getting to the point

Impact means being persuasive

Target Group

All managers

Service professionals

Consultants & Analysts

Project Managers

Solutions providers

Clients

adidas

BHP Billiton

British Consulate

Ernst & Young

General Electric Inspection

LEK Consulting

Nokia

Workshop Outline

Module 1: *Thinking Structure & Writing Style*

- What is good business writing today?
- Purpose of communication
- Clear writing is clear thinking
- Write with POWER

Module 2: *Writing for your Audience*

- Style, tone and language
- Addressing different audiences (customers, upper management)
- Chunking to organize

Module 3: *Emails*

- Getting to the point
- 3 part plans to focus communication
- Good email language and style (informal / formal)
- Quick email templates

Module 4: *Using Graphics*

- Essential tips on using charts and graphics
- Techniques to prepare effective graphics

Module 5: *Report Writing*

- Case studies analyzed and compared with style guide / benchmark report
- Report writing FAQs
- Report : The Abstract, The Opening, The Conclusion

Program Length

Two days (up to 16 participants)

Program Language

English

Contact us

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