

Presents

High Powered Business Writing

In today's complex, varied, and challenging work environment, progressive organizations are committed to institutional strengthening and capacity building. In this context, communication is the key element in the process. In order to sustain high standards of performance and quality outcomes, it is imperative that participants acquire and demonstrate writing competencies, which reflect high levels of professionalism. With appropriate training in strategies and techniques, participants will demonstrate clarity, conciseness, completeness, accuracy, and fluency in the construction of business documents, thereby contributing to organizational excellence and effectiveness.

The primary objective of this course is to assist participants in identifying, assessing, and improving their business writing skills and to enable them to construct a variety of business documents using clear, concise, and grammatically correct English.

Course Objectives

After successful completion of the workshop participants should be able to:

- Employ the most effective writing techniques to enhance productivity and performance in the business environment
- Apply the principles of effective business writing in analyzing and composing high quality business documents
- Produce business documents, which reflect coherence, clarity, conciseness, accuracy, and completeness

Course Content

Understanding Business Writing:

Processes and Principles

- Writing in organizations
- Writing processes
- Setting purposes
- Analyzing audiences
- Principles of effective writing

Planning and Preparing Effective Business Documents

- The writing process
- Organizing business documents
- Researching business documents
- Composing business documents
- Revising and editing business documents
- Grammatical features of business writing: active and passive verb forms; use of pronouns, modifiers, agreement of subject and verb; variety of sentence structure
- Discourse features of business writing: (sentence construction; transitional expressions; effective paragraphs; elements of style and tone)

Composing Business Documents

- The language, structure and content of memos, fax, and e-mail
- The language, structure and content of letters
- The language, structure and content of reports
- The language, structure and content of proposals
- The language, structure and content of minutes of meeting

Target Group

The workshop is designed for senior managers, administrators, and technical and clerical officers whose duties involve the construction of memos, letters, reports, proposals, minutes or other forms of business writing.

Date: **August 3rd – 4th, 2009** Time: **8:30am – 4:00pm** Cost: **\$3,000.00 (Vat Incl.)**

The Facilitator: Roy Narinesingh, Mr. Narinesingh is currently a Consultant in Communication and Language Education and Lecturer at the Arthur Lok Jack Graduate School of Business, U.W.I. He was a Lecturer at the Faculty of Education and Humanities, The University of the West Indies, where he held several distinguished appointments, including Member of the National Advisory Council in Education, Ministry of Education, Trinidad and Tobago; Member of the Board of Governors; Niherst; Consultant to the World Bank/ Government of Trinidad and Tobago, Education Project in Language Arts Education; Regional Coordinator of the University of the West Indies/ CIDA, Human Resource Development Project in English Language; Visiting Scholar and Lecturer at the Faculty of Education, University of Toronto, Canada. He has published works in the Language Curriculum area for most primary and secondary schools throughout the Caribbean and has authored twenty- five (25) titles for publishing houses such as Thomas Nelson, Ginn and Company, Cassells, Royards Publishing Company and Datazone Company Limited.

For further information, please contact: **Ms. Gemma Malchan-Benny**

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