



RIGHT

People . Training . Company

THE ART AND SCIENCE OF BUSINESS WRITING

From Proficiency to Persuasion

art = product of human creativity; skill learned by study, practice, and observation

science = methodological activity, discipline or study; general truths, laws or principles; ability to produce solutions

Writing is both art and skill. And business writing, to be effective, requires competence in both the creative and the technical aspects of writing. Combining principles of style and form, this workshop will lead learners to develop their writing competence to produce letters, email, and reports that achieve results and build positive relationships.

The process of improving one's written communication skills starts with an understanding of the communication process, its purpose, channels, and operating theories. Awareness of one's skills is the next step. Our communication competence is then developed through application of communication knowledge and through constant and conscious practice. Knowledge-Awareness-Application-Practice. This 4-step approach will serve as the workshop's framework.

Workshop Objectives

At the end of the program, the participants are expected to:

1. learn the value of good written communication;
2. know and practice the basic steps of business writing;
3. apply the 10 C's of Communication to written materials;
4. know and avoid the pitfalls of business writing;
5. assess their own writing competence and find areas for improvement; and
6. know how to get their message across and achieve results through their writing

Methods

The workshop will combine experiential activities with mini-lectures and group discussions. It will be highly interactive, providing the learner with a laboratory to apply and practice the theoretical knowledge presented. Mental and physical activities, quizzes, games, and role-playing will drive home the learning and will provide the learners with a fun learning environment. We scheduled the training days to be a week apart to allow participants time to practice and do some homework. This strategy will allow for maximum learning impact.

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Course Content

- A. Introductions
- B. Leveling of Expectations
- C. Workshop Overview
- D. The 10 C's of Communication
 - a. Clarity, Conciseness, Cohesiveness, Correctness and other Writing Standards
 - b. Tone, Style, and Communicating a Professional Image in Writing
- E. Writing Practice – E-mail, Letters, Executive Summaries
- F. 4-Carat Persuasion

The Facilitator

Gege Sugue is passionate about Communication and is motivated by the desire to help other people become better communicators. She writes for local and international readers, develops training programs for corporate and non-profit organizations, and provides consulting services in the fields of Marketing and Communication.

Of all her activities, training is the one she enjoys the most because it enables her to help others learn and to indulge in a lifelong process of learning. She believes that life is enriched when we learn something new every day. In every workshop she facilitates, she hopes to help her learners develop skills, attitudes, and the confidence to enable them to go the next step higher in their career and their personal lives.

Gege Sugue graduated from the University of the Philippines in Diliman and is now pursuing a Master's Degree in Communication at the De La Salle University - Manila, where she also teaches in the Organizational Communication Department. Her competencies include public speaking, something she has enjoyed since her early career days at Levi Strauss and Company, where she presented products and ideas to Filipino and foreign audiences. She further honed her public speaking skills as her career evolved to include training and consulting. Since 1993, she has been training learners from company like Sykes, Intel, Royal Sporting House, Bangko Sentral ng Pilipinas, and Lafarge. Even her off-work activities include public speaking as she is the President of BnT Toastmasters Club and Immediate Past Area Governor of Toastmasters International District 75.

Gege believes that knowledge is power and knowledge shared is power multiplied.

Visit her blog at <http://grammar-pulis.blogspot.com>





ENROLLMENT FORM

The Art & Science of Business Writing

October 15 & 22, 2010 (one week apart)

9:00 to 5:00 P.M.

Venue: TBA

FEES

Regular Enrollment Php 6,720.00 / pax

FEES INCLUSION:

- Ⓞ Certificate of Completion
- Ⓞ Basic Training Toolkit
- Ⓞ Meals

PAYMENT DETAILS:

Full payment of the enrollment fees on Day 1. Please make checks payable to ExeQserve, Corporation

PARTICIPANT DETAILS:

Company Name: _____

Address: _____

Complete Participant/s Name: _____

Phone No: _____ Fax. No. _____ Mobile No. _____

Please email this form to ecebreo@exeqserve.com or fax to 893-3199 loc. 103

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