

Corporate Writing – 3 Days

Skills Category: Administration Skills

Unit Standard: 12153, 13934

NQF Level 4

Credits: 15



Training & Consulting
Unlocking your hidden Potential

Target Audience

Minimum 8 Delegates

- ❖ Office Managers
- ❖ Personal Assistants
- ❖ Supervisors
- ❖ Office Professionals
- ❖ Secretaries
- ❖ Office Assistants
- ❖ Businesspeople across all industries and at all levels who would like to produce strong, clear and concise written messages and better overall communication

Course Aim

Best Practice in Minute Taking and Report Writing training course aims to equip delegates with the skills to write professional business correspondence and prepare effective presentations. The course covers principles of effective communication, developing sentences and paragraphs that are clear, concise and logical, developing coherent arguments, structuring and writing professional letters, memo's, emails, reports and plans, and structuring and delivering professional presentations.

Course Objectives

- ❖ Recognize the importance of minute-taking.
- ❖ Develop key minute-taking skills, including listening skills, critical thinking, and organization.
- ❖ Be able to remedy many of the complaints that beset minute-takers.
- ❖ Be able to write minutes that are suitable for formal meetings, semi-formal meetings, and action minutes.
- ❖ Be an efficient minute-taker in any type of meeting.
- ❖ Be able to prepare and maintain a minute book.
- ❖ Identify the main principles and guidelines to ensure effective and professional, written communication at a managerial level
- ❖ Explain the principles of effective verbal and non-verbal communication
- ❖ Structure and develop advanced sentences and paragraphs that are clear, concise and logically constructed
- ❖ Develop advanced, coherent and well-constructed arguments in written documents
- ❖ Structure and write complex and professional letters, memoranda, emails, reports, proposals, and action business plans
- ❖ Prepare the relevant documentation required for effective management meeting, such as notices, agendas, minutes of meetings and action minutes

Course Outline

Lesson 1: Understanding the principles of successful communication

- The principles of successful communication
- How successful communicators achieve their goals
- Seven skills of a competent writer

Lesson 2: The Fundamentals

- Grasping the principles of grammar and punctuation
- Putting the theory into practice

Lesson 3: Wisely choosing words

- How your choice of words affects the effectiveness of your message
- How to avoid ambiguous, imprecise, or redundant words
- Identifying commonly confused words

Lesson 4: Understanding the effects of style

- How your writing style affects the effectiveness of your messages
- Adjusting your style to help the reader
- The negative impacts of inconsistency
- Six types of inconsistencies to watch out for

Lesson 5: Verbosity – the #1 writing issue

- Learn why we overwrite, despite our better judgement
- Five verbosity traps to avoid
- Identifying and avoiding ulterior messages
- Establishing logical structures to aid reader's comprehension

Lesson 9: Document structure and design

- Identify the correct display of graphs, charts and tables

Lesson 6: Business Report Writing – Informative and Persuasive Reports

- Gathering materials for reports
- Logical sequencing - organizing and grouping material
- Structuring a persuasive/informative report
- Choosing a suitable reporting format
- Layout guides to create the impact you want
- The effective display of graphs, charts and tables

Lesson 7: Clear and compelling Proposals and Business Cases

- Identify the best minute style and template for your meetings
- Writing effective minutes using a proven three-step technique

Lesson 8: Minute Writing Techniques cont. Effective Minute Writing

- Identify requirements for effective meetings

- The principles of document structure
- How to create logical structures to help your readers
- Organizing your letters and reports
- Utilizing tables and diagrams
- The principles of document design

Lesson 9: How to make your writing more compelling

- Professional writing tips to make your writing more persuasive
- How to hook readers

Lesson 10: Writing Effective Business Documents

- Understanding the entire writing process
- Selecting the appropriate approach: understanding your reader
- Basic formats – and when to use them
- Letters that get results: using power and persuasion
- Memos and e-mails
- Presentations, proposals and media releases
- Job descriptions and performance appraisals

Lesson 11: Writing For Your Manager

- Confidently writing and ghostwriting
- Gauging appropriate style and tone
- Gaining recognition as your boss's back- up and representative

Lesson 12: Reports

- Identify different reporting formats
- Learn how to effectively structure reports

- Principles of effective proposal/business case writing
- Organizing your proposal/business case
- Establishing the objectives
- Promoting and presenting your proposal/business case

Lesson 12: Effective Minute Writing

- Identify requirements for effective meetings
- Prepare agenda
- Identify methods to record minutes

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- Identify methods to record minutes
- Identify the best minute style and template for your meetings
- Writing effective minutes using a proven three-step technique

Lesson 13: Role and Responsibilities of the Minute Taker

- Building familiarity with the agenda and issues to be discussed
- Identifying what is important and needs to be captured
- Understand what is going on in the meeting, both
- Write to ensure minutes are unemotional and Unbiased

Practical exercise:

Individual and group practical exercises to develop and strengthen your skills with feedback provided by the trainer and other course participants

Lesson 14: Refining your Minute Writing Skills

- Recognizing how mediocre minutes can be turned into a professional document
- Ensure your use of language is professional by turning Proofreading techniques to ensure your work is 100% correct
- Deal with unfamiliar terminology and

Lesson 15: Formatting and Presenting Minutes

- Identify documents that need to be attached
- Using different formats of minutes for different purposes
- Learn the most accepted style used in organization's today
- Following up on actions after the meeting

- contents and dynamics
- Understand the importance of the relationship with the chairperson

Lesson 16: Best Practices Relating to Minute Writing

- Developing effective listening techniques
- Selecting the most important and relevant information to be recorded
- Effective note taking – distinguishing between facts & opinions
- Translating notes to minutes
- Summarizing skills

Course Delivery

Starting time	: 08h30
Mid-morning break	: 10h00 – 10h15
Lunch	: 12h00 pm – 12h45
Mid-afternoon break	: 14h30– 14h45
Knock off	: 16h00

Delivery Method:

The programme is facilitated by a competent subject matter specialist/s, which utilises the following techniques to ensure that the session is practical and experiential: Discussion; Role Plays; Exercises & Case Studies; Simulation; and learner assessment.

Assessment and Certification

Formal Assessment:

Each learner will be provided with an assessment guide on the last day of the programme in which a range of assessment methods and tools will be used to assess the competence level of each individual learner.

Feedback:

Learners will receive comprehensive, detailed and accurate feedback on assessment.

Certification:

When the learner is found to be competent in the specific field of knowledge a certificate will be issued.

Language of delivery:

English

PLEASE EMAIL COMPLETED REGISTRATION FORM BACK TO:

Email: info@prospectplus.co.za

TEL: 072 944 5909



Corporate Writing Training

3 Days

In-house or Open Course

In preferred province

Training & Consulting

Unlocking your hidden Potential

COMPANY DETAIL

Company Name:Country.....Cell.....

Postal Address.....Postal Code.....

Tel Number.....Fax Number.....

Nature of Business.....

NOMINEES

1. Name:.....Surname:.....Position.....
2. Name:.....Surname:.....Position.....
3. Name:.....Surname:.....Position.....
4. Name:.....Surname:.....Position.....

(For more Delegates Please Photocopy)

ORGANISATION APPROVAL

Approving Manager Name: _____

Title: _____ Organization: _____

Telephone _____ Fax _____ e-mail _____

Signature : _____ (This booking is invalid without a signature)

DELEGATE FEE: R7 500.00 – Fees includes course documentation, Facilitation, assessments & Certificates on completion of Course.

PAYMENT METHODS

Bank Transfer payments to be made payable to: Prospect Plus (Pty) Ltd, NedBank, Account Number: 1171790759,

Branch Code: 19130500

please Email this form and proof of Payment to andries@prospectplus.co.za

TERMS AND CONDITIONS

CANCELLATIONS: By completing this registration form, the client hereby agrees that Prospect Plus will not be able to mitigate its losses for any less than 50% of the total contract value. Cancellations must be received in writing seven days prior to the event. Only cancellation made in writing and addressed for the attention of the Chief Financial Officer will be recognized by Prospect Plus. Cash alternatives will not be offered although delegate substitutions are welcome any time. Hereafter, the full workshop fee is payable.

If for any reason Prospect Plus decide to amend this workshop, we are not responsible for covering airfare, hotel or other costs incurred by registrants. In the event that I Prospect Plus cancel the event, Prospect Plus reserves the right to transfer this booking to another workshop to be held in the following six months, or to provide a credit of an equivalent amount to another workshop in the same sector within the following six months.

INDEMNITY: Should for any reason outside the control of Prospect Plus, the venue or speakers change, or the event be cancelled due to act of terrorism, extreme weather conditions, industrial action Prospect Plus shall Endeavor to reschedule but the client hereby indemnifies and Prospect Plus holds harmless from any costs, damages, and expenses including attorney fees, which are incurred by the client. The construction validity and performance of this Agreement shall be governed in all aspects by the laws of Republic of South Africa to the exclusive jurisdiction of whose course the parties hereby agree to submit.

PAYMENTS ARE REQUIRED WITHIN 7 DAYS OF INVOICE.