



COURSE FACILITATOR:

≡ **RASHIDA VALIKA** ≡

EFFECTIVE BUSINESS WRITING SKILLS

COURSE OVERVIEW:

No business can afford employees who cannot communicate clearly, effectively and consistently in writing. Frustrations with unclear, poorly written business letters are quite evident with the management. The Business English Writing course is specifically designed to fulfill this need. It will help professionals in planning, drafting and editing business letters and emails effectively.

June 7-8, 2017 at **Movenpick Hotel Karachi**
09:00 am to 02:00 pm

DAY 01:

Why Writing is Important, Skills that a writer needs and Bringing Unity into your paragraph:

- Understanding the importance of writing and how writing helps us move up the ladder of success
- Reviewing and revising the skills learnt a long time ago to pinpoint where we go wrong in our written documents
- Bridging the gap – Bring unity in your writing even if it is a paragraph. A clear distinction between Thesis, Topic and Topic Sentence which will be taught in a fun filled interactive session
- Understanding the difference between all three and the errors we make in any written document
- Reviewing what you do wrong in your understanding of the main points needed to write a summarized version leading to an executive summary of your report. Analyzing the difference between the main points and the details that should be omitted aiding the correct usage of words, hence helping you to become a more proficient writer.

Organizations and individuals establish their credibility with professional and well written correspondence. From basic grammar to tone and style, business-writing skills are essential for individuals at every level in today's communication driven organizations. This training goes a step further to teach participants to:

Use Clear, Concise Language

Apply formatting techniques for quick comprehension

Avoid Errors In Writing

And to use fewer words in their writing and still get the message across effectively

- Plan, prepare and write with greater confidence
- Construct paragraphs that get results
- Produce written communications that relay your message to the recipient in a positive, professional and errorless manner
- Adapt your writing style to suit the nature of the correspondence whilst achieving clarity, concreteness, perfection and brevity
- Write accurately and professionally, avoiding unnecessary jargon or clichés
- Avoid common errors and use sentences, paragraphs and punctuation correctly and effectively

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DAY 02:

Summarization and Letter Writing

Summarization and Précis Writing: Understanding the difference;

Reviewing what you do wrong in your understanding of the main points needed to write a summarized version leading to an executive summary of your report.

Analyzing the difference between the main points and the details to omit, aiding the correct usage of words in email writing, hence helping you become a more proficient writer.

Organizations and individuals establish their credibility with professional and well written correspondence. From basic grammar to tone and style, business-writing skills are essential for individuals at every level in today's communication driven organizations.

- Plan, prepare and write with greater confidence
- Construct letters that get results
- Produce written communications that relay your message to the recipient in a positive, professional and persuasive manner
- Adapt your writing style to suit the nature of the correspondence whilst achieving clarity and brevity
- Write accurately and professionally, avoiding unnecessary jargon or clichés
- Avoid common errors and use sentences, paragraphs and punctuation correctly and effectively

WHO SHOULD ATTEND?

This course is designed for any professional interested in improving their business writing skills

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RASHIDA VALIKA

Born in Sri Lanka where she completed her schooling from a missionary school and thirty-six plus years of expertise in academics and communication, has made Ms. Valika an authority on the subject of Communication.

She has conducted workshops in **Pakistan, India and Sri-Lanka**

While serving in numerous educational institutes of Pakistan as a consultant and director, Ms. Valika also conducted innumerable workshops/training sessions for schools, colleges and organizations in Sindh, Punjab and Balochistan.

Her corporate clients include :

Allied Bank Limited, Pakistan International Airlines, Muslim Commercial Bank, KFC Pakistan, Bahria Foundation, Oxford University Press, Teachers Resource Center, Judicial Academy, National Institute of Public Administrators (NIPA) – Karachi/Quetta, National Institute of Management (NIM) – Quetta, Institute of Bankers in Pakistan, Pakistan Refinery Limited, Suparco: Lahore and Karachi, etc.

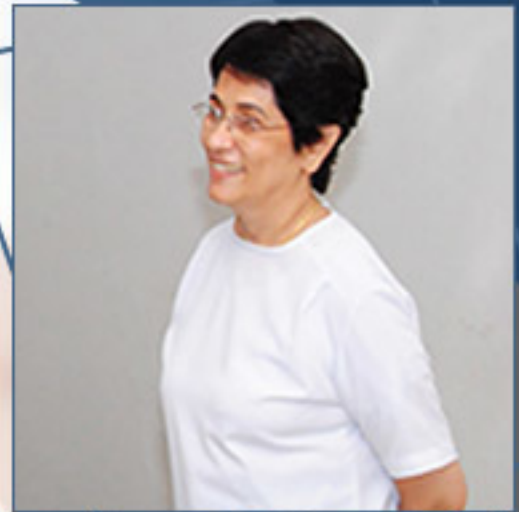
Ms Valika's topics range from Effective Communication Skills to Motivation to Delegation to Grooming and Manners to Time Management and Improving Personal Effectiveness, etc. which prove her diversity and adaptability

Ms Valika is involved in research activities and writes for magazines / newspapers such as: The Teenager, Pakistan & Gulf Economist, Political Economist-The News, Business & Finance Review-News, Internet-Karachi, The News, Financial Post (The News), Sahil Magazine, The Teacher, Directing Hr (The First Hr Magazine Of Pakistan), Naba (An Urdu Newspaper), Daily Times, etc

Currently she is serving as a freelance trainer and English Instructor – CSS classes

She served as Assistant Professor and Director Student Affairs at KITE from 2013-2015. Prior to this she served as Director: Student Affairs and Staff Development at the Foundation Public School System and MSB School system, where her duties included training teachers, guiding them on all relevant topics and empathetic counseling Prior to which she served for twelve years as an Assistant Professor and Director Student Affairs at SZABIST.

Valika lives and travels from Karachi, Pakistan



REGISTRATION(S) PROCESS

Please Send us your Participants Name, Designation, Email address & Cell # at

register@quickbizgroup.com

Also please provide us organization's NTN#

CANCELLATION POLICY

Substitutions are welcome.

Cancellation must be confirmed by return email. Cancellation in 05 working days to before workshop.

Same day cancellation & absent participant will full charge no refunds will be given.