Objective:

The objective of this program will be for the participants to understand that,

"My effectiveness and productivity will be dramatically enhanced if I improve my communication skills."

This program will give the participants two core learnings:

1. Powerful techniques to write effectively to the targeted audience

    a. Structuring one's writing

    b. Writing clearly and succinctly

    c. Addressing the audience needs

2. Global business email etiquette

Training Topics:

Business Writing

- **Rules of Effective Writing:**

    - **Understanding your reader's needs:**
        - Writing to answer the reader's question, "What is in it for me?"
        - Writing to keep the reader engaged
        - Understanding the objective
        - Organizing your thoughts
        - Getting to the point:
            - Inductive vs. Deductive approach
            - The ABC of writing
            - Paragraphing
            - Use of lists

- **Responding Effectively Using the 5 Cs' of Communication:**

    I.   Conscientious

    II.   Clear

    III.   Careful

    IV.   Concise

    V.   Correct

- **Enhancing the Impact of Your Writing:**

    - Use a variety of rhetorical strategies (e.g. expository, argumentative, descriptive)
    - View writing as a process requiring planning, drafting, and revising
    - Write for a variety of audiences
    - Understanding the common mistakes with Indianisms-Use of International Standard English

- **E-Mail Etiquette**

    - General etiquette
    - Sending effective messages
    - Form and tone of the messages
    - Responding to messages
    - Organizing the different parts of an email:

Greeting	Enclosures
Closing	CC & BCC
Subject Line	Screen Appearance
Spacing	Font
Replying	Flaming

Training Hours:

The duration of the training program will be 8 hours.

Training Methodology:

- Instructor Led Training
- PowerPoint will be used to teach concepts and show movie clips (where appropriate)
- Activities, which enhance their understanding of theoretical concepts, will be used
- The training will be centered on experiential learning techniques

Resources Required:

- Momentum Training Solutions will conduct the training
- Maximum number of participants to a class will be 15
- The training will be conducted at a venue organized by your organization
- The following will be provided by your organization:
    - o Handouts will be printed/photocopied
    - o The LCD Projector & Audio Speakers