Workshop on Writing Techniques
A Strategic Approach

March 25 & 26, 2015
9:00am – 5:00pm
Venue: CEE@IBA, Karachi

OVERVIEW
Written communication is a very important aspect of
the business world. It facilitates in fixing accountability
and responsibility of people for proper functioning of
the organization. Written communication helps the
organization in doing business and building good
relationship with other organizations. As everything
should be communicated in a written form by the
manager to the personnel of the organization and
these messages can be saved for future references
and proofs, one simply cannot be careless about his
writing skills. Good written communication contributes
to the success of an organization. Mastering this basic
management skill enables you to write well and
enhance your contribution for your organization and
increase your chances of advancement. ‘Writing badly
can be costly.’ It can lead to confusion and irreparable
damage, wrong decision and a bad reputation for
your company and you. Therefore, it is important to
recognize and use those strategies that will help achieve
right results, for example to persuade, advice, inform,
most of all to influence the reader and convey the
right message.

LEARNING OUTCOMES
An essential aspect of communication is writing
clear, concise, targeted and persuasive text. Participants
will be able to
• Achieve the results you want from your e-mails, proposals,
  recommendation reports, and other business documents
• Grab your audience’s attention and persuade them to act on your ideas.
• Develop effective writing skills that convey a credible
  message and project a professional image.
• Create compelling and powerful business documents and reports.

Past Participants were from
ICAP, Pak Oman Investments (Pvt.) Ltd., Agribusiness Support
Fund, NADRA, Karachi Stock Exchange, 3 M Pakistan, MCB,
PAF, HUBCO, Aga Khan University, DawoodLawrencepur Ltd.,
ORIX Leasing Pakistan Limited, Shell Pakistan Ltd., Mashreq Bank

* Based on Kirkpatrick’s Feedback Rating Model on the scale of 5
**PARTICIPANTS’ PROFILE**

Executives and Managers working in organizations and MNCs desirous of enhancing their written communication skills for career advancement.

**FACULTY**

**Maria Hassan Siddiqui** is an Assistant Professor at Social Sciences Department. She has completed M.A. (Applied Linguistics), from London Metropolitan University, UK, M.A. (English Linguistics), and M.A. (English Literature), from University of Karachi and B.A. (Hons.) (English Literature), University of Karachi. She is also patron of Dramatic Society at IBA. She has over seventeen years of Training Experience in various institutes including AllamaIqbal Open University, Karachi, NIBAF and Commeecs Institute of Faculty Training, Karachi, Pakistan. She has been involved in teachers training and development. She has taught courses in English Grammar and Composition, English Composition, Managerial Communication, Business Communication, Social Psychology and Self Development, and Human Behaviour.

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- Importance of verbal and nonverbal communication
- Plan, compose and edit business letters and memos.
- Spot the barriers to communication and how to overcome them
- Learn the format and strategy of writing routine, good news and bad news letters and memos.
- Decipher solicited and un-solicited letters, create readers’ profile
- Short and long reports
- Know the basic principles of business writing
- CV’s and covering letters writing
- Make agendas and minutes of the meeting.

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**Workshop Fees**

**PKR 35,000/participant**

Inclusive of Course material, IBA Workshop Certificate, Lunch, Refreshments & Business networking

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For Further Information
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