



Writing Techniques - A Strategic Approach



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City Campus, IBA Karachi

Program 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



“ CEE's purpose built facility successfully provides the environment for professional development. The courses are very relevant and well designed as per best practices of the functional area. Ms. Maria Siddiqui has come across as one of the finest trainers. She has deep understanding of challenges faced in the professional world. Ms. Siddiqui delivered the session with utmost professionalism and engaged the participants actively. ”

Experimenting with Different Writing Techniques



source: FasterCapital

Topics Covered

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



30,000+
Participants Trained



16,00+
Training since 2009



225+
Companies



80+
Trainers

Who should attend?

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

Investment

PKR 75,000 + 5% SST



Maria Hassan Siddiqui

Assistant Professor, IBA Karachi

For detailed profile please visit website cee.iba.edu.pk/faculty

Our on-demand courses at a glance



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