



UMT



**Institute of Knowledge
and Leadership**

Effective Business Writing and Communication Skills

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One of the essential skills for any successful person is communication skills specially in the business environment. If we can communicate well, we can get our message across to others in an effective way and thus they have proper information, instructions to perform the action required. If we cannot communicate well, we won't be able to send the proper information to the listener and hence create problems in getting our desired results. Bad communication means your message got lost in translation. Communication breakdowns result in barriers in comprehension and stops you from developing professionally and personally. Even though communication skills are important for success in the workplace there are many people who find these skills to be hard to harness and thus create problems in their progress professionally. Report writing is an acquired skill. No one is born with the ability to write an awesome report. We all learn with time and from our mistakes. The bad reports guide us and tell us how to improve and what to improve. Report writing is something which needs practice and knowledge about the domain. The audience for whom you are writing the report matters the most, just like in verbal communication, the audience matters. It allows for the writer to tune his report and ensure that the facts, figures, concepts, and message get across to the intended receiver for the action that is needed. This training is focused mainly on learning how communication works and how to understand concept of report writing. How to communicate exactly what it is that you want to say, what mode/ type of communication is best for certain moments, and what are the factors that are influencing your ability to send receive messages with acumen.

Program Learning Objectives

- Understanding the concept of message, medium, source and action.
- Being able to understand what others really want
- Art of persuasion – the framework and concept
- Effective communication in face of diversity
- Using your body to convey the message along with verbal
- Dos and Don'ts of conversation and report writing in corporate environment
- The language and format of report writing
- Reporting is not discourse
- Good and Bad report dilemma
- Understanding the audience is essential for the desired result

Program Delivery Day 01

- Setting the Mood -Communication
- What, Why, ... Importance
- Do's and Don'ts -Styles-
- Develop listening ability
- Developing Persuasive Persona
- Persuasion and Negotiation

- Understanding Others
- Make some space for others
- Comprehension
- Body Language

Program Delivery Day 02

- Recap of Day 1
- Report Writing Concept-Old Bad Report
- What, Why, ... Importance
- Do's and Don'ts -Styles-
- Develop Factual writing
- Reading and Comprehension
- Developing comprehension
- Help yourself with facts
- Understanding and listening
- Report Correction
- New Report writing
- Language

Program Benefits

- Participants will develop the ability to articulate ideas clearly and concisely, with a focus on appropriate tone, language, and style for business communication.
- Participants will grasp the importance of tailoring their writing and communication style to specific audiences and goals, ensuring that their messages are relevant and impactful.
- Participants should learn how to organize their thoughts and communication effectively, enabling them to manage their time and priorities efficiently.
- Participants will develop a heightened sense of professionalism in their written and verbal communication, thereby enhancing their credibility and reputation within their organization or industry.
- Participants will be able to employ effective communication strategies, including active listening, empathetic communication, and persuasive messaging, to convey their ideas and messages more successfully.

Program Learning Methodology

- Skill Development Exercises & Role Plays
- Guided Group Discussions
- Insightful Videos & Team Tasks
- Framework

Who Should Attend

- Mid-level managers and supervisors
- Senior executives and leaders
- Customer-facing teams
- Human resources professionals
- Marketing and public relations professionals
- Administrative staff
- Entrepreneurs and business owners
- Anyone seeking to improve their business communication skills

Program Date: December 20 - 21, 2023
Program Fee: PKR. 30,000/-
Venue: University of Management and Technology (UMT), Lahore.

Above Mentioned Price includes

- Training delivery
- Certificate of participation
- Training material/handouts for participants
- Refreshment of the participants
- GST will be added into the above amount.

Program Faculty

M. Ali H. Chauhan

Consultant & Trainer



Ali Chauhan is seasoned and professional management trainer with 15+ years of experience in national and international training, teaching, and academic counseling. He did his MBA in Management from University of West Georgia, USA.

He has worked with international and national organizations in various capacities (Analysts, Project Manager, Head QA, International Liaison, and COO). Ali has also run his own MNC for 10 years successfully.

Ali has trained and coached thousands of business managers within and outside Pakistan. His training areas include Strategic Leadership, Business Communication, personal excellence, OB Skill, Quality Improvement, Change Management and Business Processes Development.

Ali has facilitated learning internationally and brings a wealth of real-world experience to the participants. His highly customized training workshops have become instrumental in helping individual and teams achieve higher performance and exceptional results smoothly and more collaboratively. His clients include names like Lucent Technologies, USA, Agere Systems, USA, C.K. Worldwide Inc, USA, Terry Cullen Chevrolet, USA, Haleeb, Pakistan, Shaukat Khanum Hospital, etc. Ali uses his facilitation skills to help organizations improve their employee's relationships and productivity. His enthusiastic and high-energy style, along with his ability to cater to the specific needs of clients and provide engaging exercises and activities create powerful experiences for participants. Ali creates a comfortable, participative and positive learning environment, which allows individuals and teams to exhibit their full potential.

Program Faculty

Ramla Sadiq

Consultant & Trainer



Ramla Sadiq is a robust finance and accounting professional with a diverse experience of 12 years in various sectors having worked in private sector, international banking, education, training and consulting in Pakistan. She is an energetic and enthusiastic facilitator and trainer with diverse training experience in various corporations and educational institutions.

As a facilitator, she connects with audiences on an intellectual and emotional level. On various platforms she has spearheaded a continuous collaborative process amongst different communities, including international researchers, practitioners and students. Ramla's enthusiastic and high-energy style, along with her ability to cater to the specific needs of clients and provide engaging exercises and activities create powerful experiences for participants.