



Assertive Business

writing.

The Communication Style that Motivates, Inspires and Leads to Action



Course Facilitator: Hassan B. Rizwan

Key Benefits:

After having completed this program, all participants will:

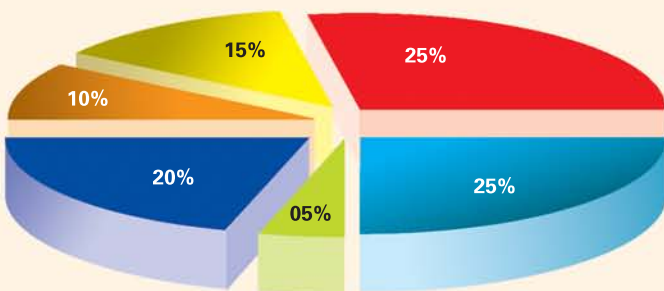
- Generate **enthusiasm** for their ideas and proposals
- Minimize conflict and **build group commitment**
- Influence others and motivate them to **profitable** action
- Build esprit de corps and productive **workplace relationships**
- Use a **goodwill tone** to build rapport with the reader
- Learn to use **magic words** to tone down the negative message
- Master the art of logical reasoning to get a **YES** in **persuasive writing**

Course Overview:

Many work situations demand an assertive and persuasive style of communication, which if neglected may result into a range of negative outcomes ranging from a lost business opportunity to escalating work conflict. A strong sense of persuasive skills also allows you to gain acceptance of your ideas in your team and convince others of your proposals, paving the way for more harmony and consensus.

Training Methodology:

- Individual and group exercises
- Team activities
- Best-practices sharing
- Story-telling
- Video-based activities
- Training assessments



Who Should Attend?

This program is specifically designed for those who would like to refine their assertive and persuasive communication strategies.

Program Agenda:

Characteristics of an Effective Written Communication

- Readers analysis for audience-oriented communication
- Attractive openings that captivate
- Strong closings that inspire action

Adding the Goodwill Tone

- 4 steps to change the tone of your message
- The 'YOU' attitude
- Adding the positive emphasis for assertive tone

Informative Messages

- Format of positive messages
- Highlighting the 'good news'
- Negative messages – the ultimate beginning
- Positive tone in negative messages

Persuasive Messages

- Measuring the 'stickiness factor'
- Using the AIDA concept in written messages
- Inspire the reader to take action

Communicating to Resolve Issues

- Separate 'facts' from 'emotions'
- Maintain an assertive tone without being offensive

Learning Activities:

Exercise- Persuading the Reader:

Teams of two individuals work together to prepare a communication that motivates reader to take action.

Teams Ex-Marketing Communication

Teams work together to prepare a creative communication that attracts the readers' attention.

Writing Ex-Pacifying the Neg Msg:

Individuals attempt to tone down an otherwise negative message ensuring the message objective is achieved.

Group Ex-Benefits Vs Features:

Small teams work to identify benefits of motivating messages to develop the perfect motivating pitch.

Register Online



Course Facilitator
Hassan Bin Rizwan

Hassan Bin Rizwan is an entrepreneur, management consultant and conference leader with detailed professional experience in management consultancy and HR training both in the U.S. and Pakistan. For over eight years, Hassan has accumulated, applied and disseminated useful business knowledge to help organizations, both in the US and Pakistan, grow stronger through enhanced learning of their employees. He specializes in



“Hassan’s workshop was a highly customized and perhaps the most relevant training we have had in a long time.”
Arif-ul-Islam, COO, Meezan Bank

organizational communication, sales training, and management development. His vibrant personality combined with a unique blend of content and delivery makes the participants’ experience both educating and entertaining.

Presently in Pakistan, Hassan is working with HireLabs, Inc., a fast-growing, US-based HR consulting firm that specializes in talent assessments. At HireLabs, Hassan is looking after their business partner program for Middle East and Asia Pacific regions. Alongside his engagement with HireLabs, Hassan continues

to stay involved in an assortment of learning and consultancy programs for a number of organizations as an associate of Octara Pvt. Ltd.. Hassan’s most recent assignment has been with Saudi Snack Foods Ltd. (PepsiCo), an industry leader in the U.A.E., where he led a Sales Performance Improvement program for the entire sales team through a combination of learning and consultancy interventions. He regularly attends courses and trainings both locally and abroad to enrich his own pool of knowledge and enhance his participants’ learning experience.

Hassan has trained participants from:



Workshop Investment

PKR 8,500/- per participant

10% Group Discount on 2+ nominees

Course material, Octara certificate, lunch, refreshments & business networking

Registration & Payment Options

- E-mail or Fax your nomination(s) to:
E-mail : register@octara.com
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Registration Note
Participation will be confirmed subject to receipt of payment.

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Assertive Business Writing

This workshop can be customized to suit specific needs of your organization at significant savings. Please contact Mohsin Rahim at mohsin.rahim@octara.com or call at 0321-2133409 for more details