

Book **2** seats & SAVE **PKR 8,000**



# Effective Business Communications



**An interactive training course to improve your total business communication skills**

**19 & 20 July 2010**, Sheraton Hotel, Karachi  
**21 & 22 July 2010**, Pearl Continental Hotel, Lahore  
9:00 am - 5:00 pm

## Key Benefits

- ✓ **Present** to audiences with confidence and conviction
- ✓ **Strengthen** your written communication skills in emails, proposals and reports
- ✓ **Chair** and facilitate productive meetings that deliver successful results
- ✓ **Influence** and negotiate to maximum effect for the benefit of your business
- ✓ **Enhance** your working relationships
- ✓ **Inspire** and influence your teams, peers and clients with logical and motivational communication
- ✓ **Project** confidence through the way you communicate

For Registration:

Tel: +92-21-34534261, +92-21-34536315, +92-21-34520093  
Fax: 021-34520708, E-mail: [register@octara.com](mailto:register@octara.com), [info@octara.com](mailto:info@octara.com)

**[www.octara.com](http://www.octara.com)**



Course Facilitator  
**Karen S. Allawala**

Over 3 decades of corporate experience as a professional speaker

●  
A revolutionist & renowned specialist in all areas of business communications

●  
A double major in education from Wayne State University, Michigan

●  
Associate of Women's Community Correctional Centre, USA

●  
Associate of Women's Leadership Development, USA

## Course Facilitator

# Karen S. Allawala



Karen Allawala began her training 30 years ago in USA speaking from different podiums advocating the importance of soft skills training in the work place. Her innovative ways of communicating with participants and engaging them to learn new ways to think, continue to have superb results.

Throughout her early public speaking and coaching career, Karen managed her own direct mail company. She has also spoken on various radio talk shows. Her corporate clients in USA included; Continental Airlines, Allied Memorial Bank, Williamsburg Bank, Houston Light and Power Co., and Texas Instruments, WCCC - Womens Community Correctional Center.

Karen specializes in areas of **Business Communications, Presentation Skills, Interviewing Skills, High-Powered Sales, Leadership, Managerial Skills, Mediation, Psychometric Testing, Work Life Balance, Social Etiquette, Scenario Planning, Team Building, and Motivation.** While living and travelling in South-East Asia, Karen introduced a new formula to assure clarity and focus in business communication. This method triggered general acceptability in Asian corporate circles especially in the rapidly growing telecommunication and financial services industries. She developed a unique business communication program that revolutionized the way people communicate in business environments.

Karen travels between Pakistan and Hawaii, where she presently lives. She is actively associated with the Women's Community Correctional Center, (WCCC), in Hawaii. She continues to conduct one on one coaching at the WCCC to help the women to self regulate and gain control of their lives.

Karen holds a double major in education from Wayne State University, Michigan, USA.

### Karen has trained participants from:



### What delegates have said about Karen's previous courses:

'Thank you for assisting our team in coming up with great solutions on how to address 'pre-empting problems and coming up with solutions' in our presentation to our Senior Management staff'

**Philip Morris International**

'Karen your formula for writing memos has reduced my writing time by over 75%'

**Marcio, IT, Brazil**

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## Course Overview:

In today's competitive business world and difficult economy, lucid, effective communication is more essential than ever before. It is the foundation on which companies and careers are built for lasting success. Whether it's a face-to-face conversation or a professionally written e-mail exchange, a meaningful message establishes a connection that leaves a powerful impression. There's a need for every organization to periodically take stock of standards they have reached in the key fields of personal and interpersonal effectiveness.

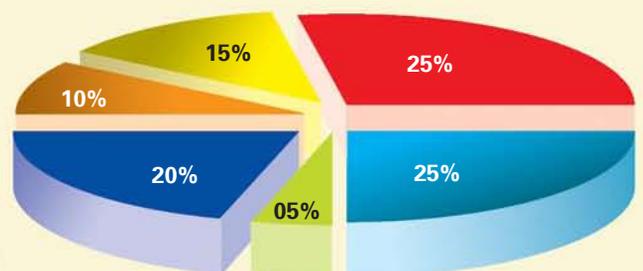
This 2 day multi-core module is designed to cover all aspects of business communication which will help you to develop and engage in a responsive communication style, which will give positive results for you and your organization. You will walk away with new communication skills that will enable you to speak and write with confidence.

## Who should attend?

The course is well suited for professionals throughout management cadre, who already have a good english speaking and writing background, looking to further develop effective business communication skills that logically structure them to inspire, motivate and influence their teams, clients and peers.

## Training Methodology

- Lectures
- Classroom Simulation
- Exercises
- Role-plays
- Group Discussion
- Games



# Effective Business Communications

## Day ONE

### Module - 1: Business Writing

#### Objectives:

- ✓ Write a short introduction of correspondence that immediately tells the reader what your letter is about
- ✓ Practice writing objectives
- ✓ Practice writing a problem solving letter using a 6 step formula
  - Responding compassionately to a complaint letter
- ✓ How to write a response letter that represents your organization
  - Taking the 'I' out of your letter
- ✓ Practice using a formula to write a perfect Memo
- ✓ Practice writing using specific language that gives the reader complete clarity about the subject
  - Identify and omit vague language

#### Deliverables: Participants will be able to:

- ✓ Have 2 formulas that create an effective introduction, body and conclusion that enables them to write the perfect e-mails, memos, and problem solving letters
- ✓ Spot missing information in correspondence that can slow down responses
- ✓ Identify vague words and replace them with specific statements that give the reader complete clarity on the subject matter
- ✓ Write with compassion and assertiveness without compromising their intent by creating a clear content preview, gaining the readers' attention and establishing specific benefits to them
- ✓ Write concise instructions so that the reader does not have to guess what action to take once he receives the correspondence

### Module - 2: Presentation Skills

#### Objectives:

- ✓ Present topics with clear, concise and effective objectives
- ✓ Provide opportunities to practice active presentation skills
- ✓ Present information with an effective introduction, body, and conclusion
- ✓ Practice distressing before making a presentation
- ✓ Paraphrase and get clarity from audiences' questions before you give a response
- ✓ Walk a catwalk with confidence and make an introduction
- ✓ Overcome the fear of public speaking
- ✓ Make a clear, concise and persuasive presentation
- ✓ Increase participants' confidence when you deliver a presentation
- ✓ Answer questions assertively and effectively

#### Deliverables: Participants will be able to:

- ✓ Know how to write objectives for a presentation
- ✓ Understand your intent for making a presentation
- ✓ Know how to inform or influence people when making a presentation
- ✓ Know the best introductory skills
- ✓ Know how to respond to audiences when asked tough questions
- ✓ Know how to handle questions at the end of a presentation
- ✓ Know how to distress before making a presentation

## Day TWO

### Module - 3: Negotiating, Influencing, Persuading

#### Objectives:

- ✓ Learn crucial language skills that breaks down barriers to opposition
- ✓ Practice consensus building with a diversity of opinions
- ✓ Practice connecting with the needs and understanding the feelings of a person before you correct them
- ✓ Learn how to qualify and clarify another person's response
- ✓ Understand the real meaning of a win/win situation
- ✓ Remain open to different cultures and indoctrinations
- ✓ Work through road blocks that stall negotiations
- ✓ Learn how to remove interpretation of underlying messages that have many meanings

#### Deliverables: Participants will be able to:

- ✓ Resolve differences and handle conflicts
- ✓ Learn to successfully negotiate what you want from a deal
- ✓ Deal with difficult negotiators
- ✓ Create a strong negotiating position
- ✓ Manage issues of gender and culture
- ✓ Become better leaders and team-builders
- ✓ Avoid feeling disappointed
- ✓ Conduct negotiations with confidence

### Module - 4: Chairing & Facilitating Meetings

#### Objectives:

- ✓ Understand the 4 styles of meetings
- ✓ Learn how to develop a valid solution to a problem
- ✓ Practice regulating time to participate
  - Each person must have time to participate in decision making activities
- ✓ Develop patience for diversity of viewpoint
  - Participants must possess capability to look at a problem in different ways to avoid patterned thinking
- ✓ Allow expressiveness
  - Participants must feel free to express facts, opinions and feelings
- ✓ Demonstrate open-mindedness
  - Participants must come with willingness to listen to others

#### Deliverables: Participants will be able to:

- ✓ Know how to prepare for a meeting, from information sent out prior to a meeting, note-taking and follow - up after a meeting
- ✓ Identify if they are a builder, blocker or maintainer in a meeting
- ✓ Know how to create a willingness for all the silent speakers so that they can safely contribute to the discussions
- ✓ Know how to keep people focused on the topic at hand
- ✓ Know how to facilitate and process a meeting



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## Workshop Investment

PKR **23,999/-**  
per participant

on **2+** nominees

**SAVE PKR. 4,000** per participant

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

## Registration & Payment Options

- **E-mail or Fax your nomination(s) to:**  
E-mail : [register@octara.com](mailto:register@octara.com)  
: [info@octara.com](mailto:info@octara.com)  
Fax : 021-34520708, 021-34546639
- **Send us your:**  
Name | Designation | Organization  
Mailing Address | Phone, Fax and E-Mail
- Send your cheque in favor of  
"Octara Private Limited" to:  
**Muhammad Imran Anwer**  
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[info@octara.com](mailto:info@octara.com)

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and events logon to [www.octara.com](http://www.octara.com)

## Registration Note

Participation will be confirmed **subject to receipt of payment.**

## Octara Cancellation Policy

Our Cancellation Policy is activated as soon as the duly filled signed & stamped Octara Registration Form is received from the client. Cancellations made at least 10 working days prior to the course will be refunded in full. If a booking is cancelled 10 to 7 working days before a course, a Cancellation Fee of 25% of the course fee is payable. For cancellations made within 7 working days, no refunds can be given. Cancellations must be confirmed by letter, fax or email. Substitutions may be made at any time. Notwithstanding the above, delegates may transfer to another course to be run within 6 months. Variance in the course fee will be invoiced or adjusted accordingly.

## Bring Effective Business Communications

### In-house

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

## Upcoming Programs Book your seat TODAY!

### July 2010

**Staying in the Helicopter® -**  
**The Key to Profitable Growth for all times**  
14 July Karachi

**Staying in the Helicopter® -**  
**For Sparkling Sales Growth**  
**Roger Harrop, UK**  
15 July Karachi

**Integrated Procurement and**  
**Supply Chain Management Strategy**  
**Dr. Dermot Carey**  
19 & 20 July 2010, Karachi  
22 & 23 July 2010, Lahore

**Personal Effectiveness at Work**  
**Saadi Insha**  
26 July 2010, Karachi  
06 August 2010, Lahore

**High Performance Leadership**  
**Ramiz Allawala**  
July 2010, Karachi

### August 2010

#### Sales Masterclass

Course I  
**Sales Excellence**  
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Course II  
**Sales Force Management**  
August 2010, Karachi & Lahore  
**Haseeb T Hasan, UAE**

**The Art of Effective Delegation**  
**Baseer Sami**  
August 2010, Karachi & Lahore

### Advanced Selling

**Craig Wardman, UK**  
August 2010, Karachi & Lahore

### September 2010

Course I  
**Forecasting and Capacity Planning**  
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Course II  
**Strategic Quality Management**  
September 2010, Karachi & Lahore  
**Alan Power, UK**

**Total Rewards Strategy**  
**Rahim Shirazi**  
September 2010, Karachi

**Improving Sales Performance**  
**Through Effective Sales Leadership**  
**Jerry Brown, UK**  
September 2010, Karachi & Lahore

**Crisis Response and**  
**Communication Management**  
**Jeremy Parson**  
September 2010, Karachi & Lahore

### October 2010

**Training Needs Analysis**  
**Paul Walsh**  
October 2010, Karachi & Lahore

**Managing the Training Function**  
**Paul Walsh, UK**  
October 2010, Karachi & Lahore

**Winning Decisions**  
**Sualeha Bhatti**  
October 2010, Karachi & Lahore

\*Octara reserves the right to change courses, dates, content or method of presentation.



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