

Mastering the Art of Business Communication



April 22 - 23, 2015 - The Nishat Hotel - Lahore



Course Facilitator:
Kanwal Akhtar

- MBA, Marketing - IBA Karachi, A researcher on employee engagement and enablement
- Significant experience in prestigious organizations: DHL, Reckitt Benckiser, Colgate-Palmolive and Engro
- Successfully trained over 1000 professionals on personal effectiveness, business communication and marketing

Workshop Overview

“Mastering the Art of Business Communication” is a thorough program that will cover both written and oral forms of communication extensively. The program will help you in organizing your thoughts, getting off to a quick start and then communicating persuasively in any situation and in any form of written communication. It will enable you to streamline your writing, get to the point, while maintaining courtesy and professionalism.

This workshop will also help participants in overcoming the fear of public speaking and present like a Pro! It will not only cover technical aspects of presentation design and delivery but will also cover grooming, voice coaching, poise, manners, confidence, and developing power point presentations.

Learning Outcomes

- Discover how to craft presentations around essential objectives
- Present key concepts and ideas with power and enthusiasm
- Design and present effective visuals
- Employ techniques for polishing and mastering presentation delivery
- Organize your ideas and conclusions coherently when writing
- Develop a professional, reader-friendly written style when writing
- Edit your own and others’ business writing more effectively
- Improve the presentation of your business writing

Who Should Attend?

This workshop has been designed for employees and managers across organizations in need of learning or polishing their written business communication skills and developing a more professional business writing style. This Course will also help participants develop presentation skills that logically structure them to inspire, motivate and influence their teams, clients and peers.

Bonus Learning:

Participants will Get Exclusive Post-Workshop guidance and feedback on weekly based assignments from the Trainer for a whole month absolutely FREE!

...only from Octara!!!

For Details & Registration : Lahore 042-35763064 - 63 | register@octara.com | www.octara.com

Mastering the Art of Business Communication

Course Agenda

Day-1 Business Writing

Getting started! – Some Basic Pre-Writing Strategies that work every time!

- Introduction to various communication channels and systems
- Barriers to communication and what causes them
- Identifying your own natural writing style for better communication
- Writing your way to success: The 4ps for written communication
- Implementing AIDA
- The power of “Listening,” for effective written communication

Basic Writing Rules and Tips

- Simple pain-free grammatical rules that everyone has to follow to write well
- Basics to paragraph forming and writing
- The top 10 written communication fiascos!
- Why you should never “write like ya talk”!
- Responding to business letters in different situations

PRACTISE SESSION

The Secret to Writing Effective Emails

Memos and How to Draft them

- Drafting effective memos

Guarantee Successful Meetings: Managing Agendas and Minutes

- Creating agendas and how to take down minutes for meetings

Developing Comprehensive Business Reports

- Writing business reports: rules and guidelines for format and different sections


PRACTISE SESSION

Post-Writing Techniques to Clean Up Your Writing


- Eliminating Wordiness
- Simple proofreading and editing tips for writing perfection
- Improving Readability: Cutting the length and using the “Altitude Test”
- Brainstorming tricks and tactics for fast approaching deadlines and writer’s block

Day-2 Presentation Skills

Pre-Planning to Oral Communication

- Introduction to various situations that would require oral communication
- Barriers to communication and what causes them
- The power of “Listening”
- 3 Ps for effective oral communication
-  Developing the Presentation Check-List!


Public Speaking Basics

- Non-Verbal communication – body language, gestures and eye contact
- Using your Voice to enhance projection, articulation, pace and fluency
- Audience engaging tactics for public speaking
- Reducing stress and speaker's anxiety
-  Discover your “Presenter Personality”

Business Presentations – Preplanning, Layout and Design

- Format and Technical properties of successful business presentations
- BONUS INSIGHTS: Slide Designs that create Magic!
- Other value-adding presentation materials

Business Presentations – Execution, Teams and Tackling the Q&A!

- Achieving the perfect start to your presentation
- Employing persuasion in selling your point in presentations – the AIDA model
- How to engage the audience in a business presentation
- How to establish a proper flow through teamwork
- Getting past hurdles and setbacks in presentations
- Tackling the Q&A session
- How to end your presentation effectively
-  Presentations and constructive feedback



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With a Major in Marketing from IBA Karachi, Kanwal is an experienced trainer who now facilitates communication and personal development programs for Octara. She has conducted successful programs on Oral Communication, Business Writing Skills and Corporate Etiquettes among many others.

Prior to Octara, Kanwal has garnered for herself significant experience in the fields of Marketing and Communication. She has hosted a multitude of events and has remained an active debater. She taught marketing related courses and programs including "Persuasive Marketing" and "Marketing through Social Media," with the IBA CEE.

She has previously worked in the Marketing Departments of prestigious organizations like Reckitt Benckiser, DHL, Engro-Polymer and Colgate-Palmolive. Hence, Marketing being her second passion after Training, Kanwal is a Business Development Manager at Digital Tribe a Social Media Agency.

Her working style includes attention to details, diligence in implementation and concern for stakeholders. She moved into the training world and accumulated a large following in a short span. The participants of Kanwal's trainings and workshops are from various organizations and a myriad of industrial sectors.

'It's large but it's still personal' - With a passion to connect to people and contribute to their lives, Kanwal spends most of her available time listening, researching and coaching. Her trainings are a reflection of her beliefs: philosophy with energy, discussion with empathy and simulations with reality.

With a spark in her eyes and smile on her face, Kanwal is destined to turn minds for the better and bring about a difference.



Here's what past participants say about Kanwal Akhtar

She is very knowledgeable and undoubtedly an expert in her domain and she delivered the content very effectively. We learned a lot from this course.

Muhammad Jamil Akbar (GM-Import & Sales,CONTRACK (Pvt.) Ltd.)

I believe Kanwal has got good potential to deliver the knowledge and makes sure that she makes the class an interactive one. I must say that I will love to participate in all courses by Kanwal.

Zubair Karim (CEO, Naphco Pakistan Private Limited)

Although the trainer is a young female, she is confident and one of the best communicators!"

Shahzad Ur Rehman (Documentation officer ABL)

Kanwal Akhtar has trained participants from



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Workshop Investment

Course One: Business Writing

PKR **12,000/-** (+16% GST) (Fee per participant)

Course Two: Presentation Skills

PKR **12,000/-** (+16% GST) (Fee per participant)

Book your seat in both courses for PKR 20,000 (and save PKR 4,000)

Fee includes course material, Octara Certificate, lunch, refreshments & business networking

For Registration & Details

Phone : 042-35763063 - 64 (LHE)
Fax : 021-34520708
Email : register@octara.com
Web : www.octara.com

Payment

A confirmation letter/e-mail and invoice will be sent upon receipt of your registration.
Note: Full payment must be received in advance to confirm enrollment.

Send your cheque in favor of
Octara Private Limited
Muhammad Imran Anwer
Octara Private Limited
1/E-37, Block-6, P.E.C.H.S., Karachi.
Tel: 021-34534261, 021-34536315, Cell: 0321-2670041

Bring **Mastering the Art of Business Communication** In-House
This workshop can be customized to suit specific need of your organization at significant savings.
Please contact Jason D'souza at jason.bosco@octara.com or call at 0332-2422732 for more details

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April 13 & 14, 2015 - Karachi
April 16 & 17, 2015 - Lahore



Course Facilitator:
John McNish