



Course II

The Write Advice

November 26th 2007, Marriott Hotel, Karachi

Timing: 9:00 am to 5:00pm

Workshop Theme

Lets face it - in today's computer-infested corporate world, the written word has all the more importance. Whether you are writing e-mails to your colleagues or formal letters to clients or reports to your seniors, your written communication reflects your competence, confidence and professionalism.

This one-day program will guide you through the steps to make your message more appealing and persuasive. You will be able to streamline your writing process and save time by focusing on what to write instead of how to write it!

Most Valuable Benefits

- Express ideas completely while keeping the interest of the reader alive
- Apply time-saving tactics to communicate effectively
- Leverage writing dynamics to add attraction to your message
- Learn to use the magic words to tone down the negative message
- Master the art of logical reasoning to get a YES in persuasive writing
- Use a goodwill tone to build rapport with the reader

Course Outline

Characteristics of an effective message

- ✓ '4W & H' analysis
- ✓ Reader analysis for customer-centric communication
- ✓ Attractive openings
- ✓ Strong closes

Adding the goodwill tone

- ✓ 4 steps to change the tone of your message
- ✓ The 'YOU' attitude
- ✓ Adding the Positive Emphasis

The must-know grammar rules

- ✓ Working with Articles
- ✓ Transition phrases
- ✓ Active Vs. Passive Voice
- ✓ Structure and styling

Informative messages

- ✓ Format of positive messages
- ✓ Highlighting the 'good news'
- ✓ Negative messages - the ultimate beginning
- ✓ The positive tone in negative messages
- ✓ **Practice Exercises: accepting offer, refusing customer request**

Communicating in the digital age

- ✓ The 'e-mail way' - the evolving e-mail etiquette
- ✓ Use of computer tools to help you save time
- ✓ **Practice Exercises: routine reminders, project update e-mail**

This course is targeted to executives who wish to bring an additional flair of effectiveness to their Internal & External written communications

Learning Features

Participants will achieve maximum benefit from this course through a well-designed sequence of:

- » Individual and group exercises
- » Individual writing exercises
- » Team activities
- » Best-practices sharing
- » Story-telling
- » Video-based activities
- » Situation-based activities

Target Audience

These programs are well suited for professionals from the following cadre who wish to improve upon their personal and team decision-making skills:

- ✓ Supervisors & Executives
- ✓ Junior managers
- ✓ Middle managers

BRING

The Champion Supervisor The Write Advice

In-house!

Please contact Muhammad Arif at marif@octara.com or call at 0300-8275091 for further details

Book Today! 

Turn over for fee & registration details

Your Course Facilitator **Hassan B. Rizwan**

Infused with the passion to bring about a learning revolution in the Pakistani corporate culture, Hassan Bin Rizwan is working in collaboration with Octara to deliver focused, result-oriented training programs to companies nationwide. For over six years, Hassan has accumulated, applied and disseminated useful business knowledge to help organizations, both in the US and Pakistan, grow ever stronger through enhanced learning of their employees. He specializes in organizational communication, selling techniques, and learning through self-discovery. His vibrant personality combined with a unique blend of content and delivery makes the learner's experience both educating and entertaining.

Earlier in his career, Hassan worked in sales, direct marketing and management consultancy in the U.S., acquiring hands-on expertise and personal experience that he uses to deliver result-oriented learning programs. Now in Pakistan, Hassan is involved in an assortment of learning and consultancy programs for a number of organizations. Off the training floor, Hassan is a frequent contributor to local and international publications on a variety of topics related to personal development and customer-oriented business strategies. Hassan has had his own live radio shows both in the US and Pakistan. Hassan currently resides in Karachi.

Hassan Has Trained Participants from

Eli Lilly, Nestle, Unilever, ABN Amro, UBL, Habib Bank Limited, Meezan Bank, CyberNet, Coca Cola, Siemens, Inbox, SSGC, Central Board of Revenue, Trakker, Multinet, ACCA, TCS

What Hassan's participants have said about him

"The program helped me identify and improve my personal emotional strengths as a manager"

Talat Rabia, VP, Head of Corporate Sales, UBL

"On the whole, the learning experience was great and Hassan's interaction with the audience was excellent"

Hussnain Zia, Regional Sales Manager, Coca Cola



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Registration & Payment Options

- **E-mail or Fax your nomination(s) to:**
E-mail: register@octara.com
Fax: 021-4520708
- **Send us your:**
Name, Designation, Organization,
mailing address, phones, fax and e-mail
- Send your cheque in favour of
"Octara Private Limited" to:
Rizwan Ahmed Khan
Octara Private Limited
2/E-37, Block-6, P.E.C.H.S., Karachi.
Tel: 021-4534261, 021-4548428,
Cell: 0300-8275351

Registration Note

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

Cancellations

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 Octara course within the next 12 months. In the event of unforeseen circumstances, Octara reserves the right to cancel or postpone the event.

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Workshop Investment

(per course)

1 - 3 nominees

Rs. 7,500

(Per participant)

Includes course material,
Octara certificate, lunch,
refreshments & business networking

10% Group Discount

on 4 or more participants

Special 15% Discount

if you register for Course I & II
and if there are 4 or more
participants

Logistics Partner



Official Carrier

airblue

Partner



Culligan

Strategic Partners

Synergyzer



Technology Partner

