

## **ON-LINE TRAINING COURSE: Business Writing and Communications**

### **COURSE SYNOPSIS:**

Join Professor Dale Gyure (University of Stellenbosch and formerly Tufts University, Boston, USA) for a two part program designed to improve your writing and deliver your message for high impact results. Part 1 of the program encourages participants to think critically about why they are writing, who they are writing to and what they want to say – all before putting pencil to paper or finger to keyboard (!) With purpose and intent established participants are then introduced to structured editing techniques which they use to proofread and edit a sample piece of writing to improve clarity, overall organization and impact. The program presents successful editing as the secret to success (rather than any innate talent for writing). Participants are encouraged to apply the techniques to their own original work.

Part 2 of the program begins with a brief review and then teaches participants to examine the piece edited in Part 1 for other structural, organizational and critical thinking flaws. Part 2 continues by extending the critical thinking concepts and editing techniques to other forms of business communications such as email and various report formats commonly found in the corporate world. Executive summaries are given special consideration because they are so powerful in capturing the attention of decision-makers.

### **COURSE LOGISTICS:**

- **PRIOR TO THE COURSE** – Delegates will register and pay on-line, download course materials through a link and set aside sufficient time for viewing the on-line course materials.
- **ON-LINE SESSIONS ARE COMPLETED INDIVIDUALLY** – participants view and complete the course materials in their own space and time within a period set by the course sponsor.
- **TWO LIVE SESSIONS WITH DALE USING MS TEAMS** – participants will be present in a virtual meeting room at the same time for discussions with Dale.
- **AFTER THE COURSE (OPTIONAL)** – Participants will evaluate the course and submit an edited version of their own original work to the sponsor for review in order to obtain a certificate of attendance and competency.
- **TARGET GROUP** – any technical professional who needs to write anything in order to do their job (!) Participants are expected to have a basic competency in English but they do not need to be good writers. Rather, we will teach them how to be good editors.

### **COURSE OUTLINE FOR PART 1** – (5 sessions in total)

#### **Session 01 -- Approaching The Writing Exercise (90 minutes of video lectures)**

- 1.01 – Introductory Remarks
- 1.02 – Establishing the Need to Write
- 1.03 – Defining and Understanding Your Message
- 1.04 – Identifying Your Target Audience
- 1.05 – Picking Your Writing Style
- 1.06 – The Writing Process

- 1.07 – Learn to Spot Diseases of Bad Writing
- 1.08 -- Recap and Self-Study

Session 02 – MS Team Discussion with Dale (time to be arranged by the sponsor)

Participants would have completed at least Session 01 beforehand.

Session 03 -- Writing Clear and Concise Sentences (about 120 minutes)

- 3.01 Introductory Remarks (short video lecture)
- 3.02 ***Saying It Once Is Enough (!)*** (short video then interactive worksheet)
- 3.03 ***Saying It Once Is Too Much (!)*** (short video then interactive worksheets)
- 3.04 Editing the Maddox Report (an interactive worksheet)
- 3.05 Recap and Self-Study (short video lecture)

Session 04 -- Writing Clear and Concise Sentences (continued) (about 135 minutes)

- 4.01 Introductory Remarks (short video lecture)
- 4.02 ***Other Agents of Wordiness (!)*** (short video then interactive worksheets)
- 4.03 ***Get Control of your Verbs (!)*** (short video then interactive worksheets)
- 4.04 Editing the Maddox Report (an interactive worksheet)
- 4.05 Recap and Self-Study (short video lecture)

Session 05 – MS Team Discussion with Dale (time to be arranged by the sponsor)

Participants would have completed all the course materials by this time

## **COURSE OUTLINE FOR PART 2**

Similar in format, Part 2 of the program uses video lectures, interactive worksheets and virtual meeting room discussions with Dale. Topics include more diseases of bad writing, a final look at the Maddox report, email etiquette, executive summaries and other formats such as proposals, tables and memos. An entire session will be devoted to maximizing impact and influence as participants examine a pre-written piece that missed the mark.

### **LEARNING OUTCOMES:**

- 1) A better sense of how to approach the writing exercise. The ability to apply our critical thinking criteria whenever you need to communicate.
- 2) The ability to spot diseases of bad writing in your own work and edit them out.
- 3) Structured editing techniques that lead to more clear and concise written communication
- 4) A toolbox of writing skills that you can share easily with others.

### **ABOUT YOUR SUBJECT MATTER EXPERT**

Dale has over thirty years of industry and academic experience as a technical professional, executive manager, professor and teacher. Along the way, Dale has learned the value of good writing skills to professional success and why effective communication never goes out of style. Dale is a Director of Far Sight Skills Development and works to transform and change businesses for the better. Learn more about Dale on [linkedin.com/in/dale-gyure-16675a92](https://www.linkedin.com/in/dale-gyure-16675a92)