

BUSINESS COMMUNICATION FOR LEADERSHIP

Training workshops round the year across Romania

Bucharest, Constanta, Cluj, Iasi, Sibiu, Timisoara

Advance your career through clear and effective communications that get results. Unlike other business communication courses, this workshop gives you a painless, systematic approach based on a tested and proven method. Write clear, concise business documents — from memos and letters to reports, proposals, policy papers, briefings, and more.

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Effective Business Writing requires a high level of communication skill, a good idea of who the target readership may be, an understanding of how much information must be given out to make the writing effective, and how to organise this information to trigger an actionable response.

The difference between a good business leader or manager and a great one is in how they conduct their everyday business communication. Leadership in business demands exceptional written communication skills. Good leaders use their superior business writing skills to deliver greater value to all parties involved in a business process or transaction.

Do you aspire to be a great business leader of the future?

Do you feel improving your business writing abilities can help your career?

Are you employed in a business that needs you to spend a lot of time answering to clients' concerns?

How do we become leaders in a business situation through better business writing? More often, we REACT to a business communication, rather than RESPOND to it. Reaction writing makes us ordinary participants in a business process or transaction. Responsive writing makes us leaders who inspire confidence.

Our Business Writing Workshop is designed to awaken the business leader in you, to understand the difference between Reaction and Response and when to choose among the two. Our workshop addresses the needs of both individuals and companies in a wide range of industries.

In our workshop, participants get tools, tips, strategies, job aids, and follow-up resources to help them write better. We do this by organising public and in-house business writing courses using advanced instruction methods and tools for better understanding. Our workshop is designed for individuals and companies, lasting from 2-day seminars to 3-week workshops depending on the company's requirements.

Our Effective Business Writing Workshop will increase the clarity, impact, and overall professionalism of on-the-job written communications. Participants will learn reader-centered wording, strategies for clear, complete and logical organisation of their material. All writing exercises are modeled on real-life documents.

The workshop is highly structured, interactive and lively, encouraging maximum participation. All participants are given a pre-and post-course evaluation of their writing samples. Extensive individual feedback is given to help ensure long-term retention and development. All participants receive a complete workbook which can be used as a long-term reference guide.

Some of the topics that we cover during the workshop may include:

Business Writing • Technical Writing • Sales Letters • White Papers
Effective E-Mails • Customer Correspondence • Proposals/Recommendations
Editing and Proofreading • Letters/Memos • Articles for Publication
Manuals/Procedures/Protocols • Newsletters • Minutes of the Meeting
New Employee Orientation

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ABOUT THE INSTRUCTOR

Saugata Bagchi has been in the writing business for over 20 years, having spent much of his time working for newspapers, magazines, radio, television and the Internet. He has trained journalists in New Delhi, news writers and corporate executives in Bucharest and business leaders in India and Romania. He has held writing workshops for over eight years now, giving hundreds of professionals and business leaders the confidence to go after their aspirations through effective written communications. His instruction method involves highly interactive sessions with a rigorous practical approach.

COURSE DURATION

MODULE 1: 3 weeks (12 workshops of 90 minutes each) for individual participants

MODULE 2: 2 weeks (6 workshops of 2 hours each) for individual participants

MODULE 3: 1 week (4 workshops of 3.5 hours each) for companies

MODULE 4: 1 week (3 workshops of 4 hours each) for companies and institutions

SEMINAR: 2 days (6 hours each day) for companies and institutions

CLASS SIZE

Maximum 15 participants

(NOTE: We can increase the class size for seminars)

FOR MORE INFORMATION CONTACT:

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