



Objective:

The objective of this program will be for the participants to understand that,

“My effectiveness and productivity will be dramatically enhanced if I improve my communication skills.”

This program will give the participants two core learnings:

1. Powerful techniques to write effectively to the targeted audience
 - a. Structuring one’s writing
 - b. Writing clearly and succinctly
 - c. Addressing the audience needs
2. Global business email etiquette

Training Topics:

Business Writing

- **Rules of Effective Writing:**

- **Understanding your reader’s needs:**

- Writing to answer the reader’s question, “What is in it for me?”
 - Writing to keep the reader engaged
 - Understanding the objective
 - Organizing your thoughts
 - Getting to the point:
 - Inductive vs. Deductive approach
 - The ABC of writing
 - Paragraphing
 - Use of lists

Training Hours:

The duration of the training program will be 8 hours



Training Methodology:

- PowerPoint Presentation
- Role Plays
- Games and Group Activities

Resources Required:

- MMM Training Solutions will conduct the training.
- The training will be conducted at a venue organized by the client.
- The following will be provided by the client:
 - Handouts will be printed/photocopied
 - The LCD projector
 - Audio speakers