

MMM Training Solutions
Business Writing Workshop



Contact Details

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Overview:

The objective of this training program is to help participants improve their written skills so that their communication can be easily understood by people from various cultures across the globe. The methodology will include a combination of presentations, activities, assignments, evaluations, practice and feedback.

The material taught in training will be derived from the documents that will be given to MMM by the client. The most common problem areas will be identified and will be the focal point of the training.

Training Topics:

Business Writing

- **Effective Writing**
 - Developing good reading strategies
 - Using language and expressions that can be easily comprehended
- **Creating powerful presentations:**
 - Getting to the point
 - ◇ Being concise
 - ◇ Paragraphing
 - ◇ Use of lists
 - ◇ Framing effective questions
 - Tone
 - ◇ Choosing the right tone
 - ◇ Conversational tone
 - Punctuation, grammar and spelling
 - Organizing your thoughts
 - Structuring paragraphs and sentences
 - Writing to keep the reader engaged



- Softening a negative message

Grammar

- Subject-Verb agreement
 - Pronouns
 - Adjectives and Adverbs
 - Prepositions & Articles
 - Active and Passive Voice
 - Tenses
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- **E-Mail Etiquette**
 - General etiquette
 - Sending effective messages
 - Form and tone of the messages
 - Responding to messages
 - Organizing the different parts of an email:

Greeting	Enclosures
Closing	CC & BCC
Subject Line	Screen Appearance
Spacing	Font
Replying	Flaming

Training Hours:

- Our recommendation is for 16 hours of training

Training Methodology:

- PowerPoint will be used to teach concepts and show movie clips (where appropriate).



- Role plays will be used to enable the trainees to look at situations from various perspectives.
- Activities which enhance their understanding of theoretical concepts will be used.
- The training will be centred on experiential learning techniques.

Resources Required:

- MMM Training Solutions will conduct the training.
- Maximum number of participants to a class will be 15.
- The training will be conducted at a venue organized by client.
- The following will be provided by the client:
 - Handouts will be printed/photocopied
 - The LCD projector & computer with CD and DVD drive
 - Digital voice recorder to record voices on day 1 and day 20
 - Folders/files for trainees to store their information/feedback
 - Audio speakers
 - List of client words that agents tend to make mistakes on (including scripts that have to be read to customers)
 - Pens and notepads for trainees