



# Effective Business COMMUNICATION Skills



20-21  
November  
2019  
at  
Marriott Hotel  
Karachi



by  
Expert Trainer  
Barera Quadri

# Program Overview

Effective writing is a powerful instrument in the corporate world. Nine out of ten professionals admit that well written communications help save their time and add to the credibility of the writer and reflect positively on a company's image. The workshop will give you an insight to draft persuasive and polite business documents.

Improve your corporate writing skills by learning to use appropriate language expressions for your audience and adjust your writing style accordingly.

In this training, you will explore how to communicate your ideas in a clear and concise manner which will make it easy to understand your thoughts by your supervisors / managers / authorities, using advanced techniques and strategies which will help produce formal messages, while maintaining courtesy and professionalism.

Get hands on practice with insightful discussions, team work and constructive criticism, making sure that all participants take away maximum learning from the workshop!

## Day-1

### Introduction to Business Communication

Learn about the role and importance of communication and understand the different modes of communication.

- Role and importance of communication
- The Communication Process
- Modes of communication
- Business communication skills

### Essential Communication Skills

Learn the principles and techniques of written and verbal communication. Improve your pronunciation, fluency and listening skills. Learn the art of questioning and the power of body language.

- Effective communication techniques
- Principles of written communication
- Introduction to verbal communication
- Verbal communication techniques
- The power of body language
- Using body language effectively

## Business Written Correspondences

### Introduction to Business Writing

Review of the value and impact of business writing skills in professional environments.

### General Concepts

- Stating your purpose quickly
- Separating details from actions
- Writing conversationally to engage your readers
- Updating your writing style for today's business environment
- Being specific and concrete
- Being personal and positive

### Business Letters

Learn common uses of business letters, and their generally accepted tone, structure and format.

### Writing Letters

- Salutations and openings that get attention
- Personalize your letters to create interest and establish credibility
- How to be positive and convey sincerity
- Write refusal letters with clarity and tact

### Apologies, Explanations and Bad News

Learn how to craft letters of explanation or apology in professional environments.

### Sales or Prospecting Mail

Learn how to craft an effective sales letter in the professional environment.

## Day-2

### Business Emails

Learn common uses of businesses emails, and their generally accepted tone, structure and format.

### Writing Emails

- Write simple, to-the-point e-mails
- Create attention-getting subject lines
- Best practices of email etiquette

### Netiquettes

How to maintain online reputation to project professionalism

### Inquiries and Requests

Learn how to craft letters of inquiry and request in professional environments.

### Thanks and Recognition

Learn how to craft letters of thanks and recognition in professional environments.

### Usage, Audience and Tone

Overview of uses and approaches to written interoffice correspondence.

### Being Concise and Clear

Measure your writing efficiency  
Recognize and eliminate unnecessary words, phrases and repetition  
Techniques for writing concretely  
Substitute heavy, confusing phrases with simple language

### Notes, Messages and Memorandums

Learn best practices for content and formatting of notes, memos and messages.  
How to write a strong lead sentence.  
Use a reader-friendly layout to emphasize main ideas

### Departmental Reports

Learn best practices for content and formatting of departmental reports.

### Writing Reports

Organize your findings into a concise, effective format  
Design strong paragraphs to state your case powerfully  
Add graphic elements to organize and support your ideas  
Use an effective format for proposals





# Expert Trainer Barera Quadri

As a Communication Consultant and Corporate Trainer, she helps organizations to solve issues, create value, maximize growth and improve professionals' performance. She is a high-performing and strategic thinking professional with more than eight years of experience and provides practical advices and expertise to help individuals develop effective communication skills.

She holds an MPhil Degree in Applied Linguistics from NED University and Masters in English (Linguistics) from University of Karachi.

She has delivered workshops nationally and some of her prestigious clients include: Bank Al-Habib, Martin Dow limited, Aj News, Sindh Revenue Board, Fatimiyah Education Network (FEN), Zindagi Trust.

Moreover she has participated in various National and International conferences and developed curricula as well. She is a visiting faculty of leading universities of Pakistan and associated with various organizations like: Pakistan Institute of Management, Institute of Business Administration (IBA), LearnTech.pk, Training and Consultancy Services, IntelAct, InspiremX Training

In addition to this, Ms. Quadri has extensive research experience and her areas of interest in research are Need Analysis, Curriculum Development, and Second Language Teaching and Acquisition. Her field of interest includes: Business Communication / Ethics / Cross Culture Communication, Email Writing, Report Writing, Business Letters, Corporate Speaking, English language, Presentation Skills, Non-verbal Communication.

## Why should attend it

Learn to avoid the most common writing pitfalls, and add valuable experience analyzing, writing and revising a wide spectrum of business communication including a simple interoffice memo to a twenty page business report, a negative email to a good news, a business writing mechanics to a persuasive letter. Discover how to put high-quality corporate writing to work for you.

## Learning Outcomes

1. Develop the understanding of English Language for writing
2. Communicate clearly and concisely
3. Understand writing etiquettes for business
4. Effectively organize ideas and thoughts in writing.
5. Generate more effective emails.
6. Write for a worldwide market
7. Produce effective business documents

## Who should attend it

This workshop is designed for employees and managers across organizations in need of learning or polishing their business writing skills. It can be used as immersion training, or as a brush-up of skills.

## Methodology for the Training

Audio visual method with Communicative approach will be used for the training, which includes:

- Slides
- Youtube videos
- Tedtalks
- Researches from Harvard University
- Station Presentations / Practice Presentations
- Role plays
- Recorded audios of the participants for feedback and improvement
- Questions and Answers throughout the session
- Mobile applications and software

Recorder Television Network (Private) Ltd.



Dated: July 20, 2019

Ms. Barera Quadri,  
Trainer,  
Wintakes Consulting,  
Karachi.

### Letter of Appreciation

Dear Ms. Barera,

The management of Recorder Television Network (Pvt.) Ltd would like to Thank you for a well-organized training session on Business Communication.

The content of training was interesting and understandable. The discussion was fruitful from knowledge point of view. The employees gained rich knowledge which will augment their skills in managing their time.

We appreciate your efforts and thank Wintakes Consulting for its contribution to equip our employees with this valuable knowledge.

For and on behalf of,  
Recorder Television Network (Pvt.) Ltd.,

Cdr. Mahboob Ahmed (Retd.)  
Associate Director HR & Admin  
AAJ NEWS

Martin Dow  
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Dated: September 23, 2019

### TO WHOM IT MAY CONCERN

With the growth of our business and the increased demands of our employees, we recognised the need to provide them with some formal communication training. I invited Barera Quadri to meet me to outline our requirements and to explain the constraints on staff availability. Barera produced a detailed proposal which was passed to the target group for their input. After further consultation meetings, Barera designed a bespoke programme delivered as a series of half day workshops spread over several months and thus accommodating the shift patterns.

Each workshop focused on developing practical communication skills and, where appropriate, Barera incorporated our company requirements into the content. The training methods were varied and took account of different learning styles as well as the levels of experience in the groups. Feedback from participants was very good overall and the training provided a foundation for good communication practice.

Following the success of this programme, I have asked Barera to provide further coaching to boost the skills and confidence of all employees of Martin Dow Limited, Karachi.

I can recommend Barera Quadri as a training provider who is completely reliable, works to high standards and in partnership with the client.

Ranjeet Kumar  
Manager  
Department of Learning and Development  
Martin Dow Limited  
Karachi

**Workshop Investment**  
**Rs. 30,500/-**  
per participant  
(Exclusive of All Taxes)

**For Registration**  
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