



Certificate in High Impact Business Communication

Brilliant Reports, Proposal, Emails, Letters & Presentations

► Upcoming Sessions

22-26 Jul 2024	Marrakech - Morocco	\$5,950
05-09 Aug 2024	Barcelona - Spain	\$5,950
28 Oct-01 Nov 2024	Dubai - UAE	\$5,950
02-06 Dec 2024	Dubai - UAE	\$5,950
17-21 Feb 2025	London - UK	\$5,950
07-11 Apr 2025	Amsterdam - The Netherlands	\$5,950
16-20 Jun 2025	Dubai - UAE	\$5,950
25-29 Aug 2025	Barcelona - Spain	\$5,950
27-31 Oct 2025	Dubai - UAE	\$5,950
01-05 Dec 2025	Dubai - UAE	\$5,950

► Training Details

Training Course Overview

Becoming a successful leader hinges on mastering effective communication. This Anderson training course is tailored to refine your communication skills, elevating both your business and personal achievements. You'll gain invaluable insights into enhancing the efficacy of written communication, along with practical guidance on crafting impactful reports, memos, letters, and emails. Moreover, the course illustrates how writing and presentation skills can synergize to deliver compelling results. If you aspire to have your communications not only read with interest but also acted upon, and to present your ideas with impact and effectiveness, this course is your pathway to success.

Training Course Objectives

By attending this Anderson training course, delegates will be able to:

- Improve the effectiveness of your reports, proposals, emails, letters and other communication
- Develop more efficient writing processes, improving project and time management
- Meet the needs of your readerships/audiences enabling them achieve their own objectives
- Develop your presentational skills and the techniques to enhance impact and effectiveness
- Deploy the right techniques, tools and skills for a wide variety of communications

challenges

Designed For

A wide range of professionals and managers who would like to improve their business communication skills. It will particularly benefit:

- ▶ Professionals who have greater communications responsibilities in their evolving roles or who are finding new communications challenges in their careers
- ▶ Individuals reporting up to senior executives or the board and want to shine
- ▶ Supervisors / Managers/ Department Heads with new communication challenges in their careers

► Training Details

Day One: Improving Business Communication

- ▶ Barriers and pitfalls of business communication
- ▶ Differences between written and spoken communication and their implications
- ▶ Managing e-mails to be noticed
- ▶ Writing effective business letters
- ▶ Writing professional agendas and minutes
- ▶ Writing instructions and guidelines

Day Two: What Makes an Effective Report?

- ▶ Characteristics of an effective report
- ▶ Understanding the readers' needs
- ▶ Generating ideas – Mind mapping and brain storming
- ▶ Selecting and structuring the content – logical sequencing
- ▶ Sources of information and research techniques
- ▶ Great beginnings and neat endings

Day Three: The Writing Process

- ▶ Managing your time and priorities
- ▶ Sentences, paragraphs and readability
- ▶ Critical reading and managing comments
- ▶ Proofreading, grammar and punctuation
- ▶ Tables, diagrams, figures and graphs
- ▶ The executive summary

Day Four: Presentation Skills

- ▶ Characteristics of effective presentations
- ▶ Preparing a persuasive business presentation
- ▶ The pillars of effective presentations
- ▶ Structuring the presentation and making a case
- ▶ Positive body language
- ▶ Using visuals effectively

Day Five: Making a Case & Influencing Skills

- ▶ Choosing words for maximum impact
- ▶ Handling questions from your audience
- ▶ Team presentations to convince critics
- ▶ Supporting presentations with written documentation
- ▶ Making a persuasive business case
- ▶ Influencing Skills and getting support

► The Certificate

Anderson Certificate of Completion will be provided to delegates who attend and complete

▶ INFO & IN-HOUSE SOLUTION

For more information about this course, call or email us at:

Call us: +971 4 365 8363

Email: info@anderson.ae

Request for a Tailor-made training and educational experience for your organization now:

Email: inhouse@anderson.ae

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