



دورة تدريبية متقدمة في مهارات الكتابة المهنية وفنون التواصل الفعال في بيئة العمل



AGILE LEADERS
Training Center

17 - 21 May 2027
كيب تاون

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Course Overview:

The course is designed to refine your business English communication skills, focusing on better business writing skills essential for today's fast-paced corporate world. As part of our communication skills courses offering, we provide comprehensive training for communication skills, ensuring that every participant leaves with enhanced clarity, precision, and effectiveness in their professional writing. We offer a unique approach to learning with a blend of theory and practical application. This course is not just another communication skills course but a targeted program to hone secretary skills, management communication skills, and much more, setting a solid foundation for successful business communication.

Target Audience:

- Secretaries seeking to refine their secretary skills.
- Managers looking to improve their management communication skills.
- Professionals aiming to build better business writing skills.
- Individuals seeking a comprehensive course on communication skills.
- Translators and Content Writers aiming to enhance their writing proficiency.

Targeted Organizational Departments:

- Administration
- Management
- Human Resources
- Marketing

Targeted Industries:

- Consulting •
- Financial Services •
- IT Services •
- Advertising & Marketing •

Course Offerings:

By the end of this course, participants will be able to:

- Enhance their business English communication skills. •
- Improve their secretary and management communication skills. •
- Develop better business writing skills. •
- Experience immersive training for communication skills. •
- Gain from a comprehensive communication skills course. •

Training Methodology:

The course adopts an interactive and immersive approach to learning, featuring communication skills workshops, case studies, group work, feedback sessions, and hands-on training for communication skills. This is more than just a writing skills course; it's a comprehensive guide to mastering business English communication skills, management communication skills, and secretary skills. Each module focuses on practical application, giving participants the opportunity to implement their learning in real-world scenarios.

Course Toolbox:

The 'Effective Writing Skills For Business' course will provide:

- A workbook containing practical exercises to refine your business English communication skills. •
- A toolkit to enhance secretary skills, including checklists and templates. •
- Online resources and reading materials for better business writing skills. •
- Case studies focusing on management communication skills. •
- Access to communication skills workshops. •

Course Agenda:

Day 1: Understanding Purpose and Audience

- Understanding the result you want from the document, knowing your audience, and assessing their interaction with the information. **Topic 1: Purpose and Audience Analysis:**
- Understanding what information the audience requires and gauging their level of knowledge about the information. **Topic 2: Identification of Information Needs:**
- Does the audience need proof? How to plan writing to multiple audiences. **Topic 3: Audience Persuasion:**
- Reflect on the importance of knowing your audience and understanding their needs for effective communication. **Reflection & Review:**

Day 2: Drafting the Purpose Statement

- Deciding the type of document or oral communication to use in specific scenarios. **Topic 1: Document and Communication Type:**
- Picking a verb that describes what the document does and assembling the five parts into a purpose statement. **Topic 2: Purpose Statement Construction:**
- How to use the purpose statement to settle controversies and an overview of how purpose statements made history. **Topic 3: Purpose Statement Controversies and History:**
- Review how a well-crafted purpose statement can guide communication and resolve disputes. **Reflection & Review:**

Day 3: Fact Selection and Point Organization

- How to use the purpose statement as a guide in selecting relevant facts for your communication. **Topic 1: Fact Selection:**
- Writing points using short words in short sentences and evaluating points to eliminate irrelevancies and redundancies. **Topic 2: Point Writing:**
- Understanding how to order points for maximum impact. **Topic 3: Point Order:**
- Reflect on the importance of well-organized and relevant information in business communication. **Reflection & Review:**

Day 4: Draft Composition and Coherence

- Learn how to compose the draft body, conclusion, introduction, and if necessary, the executive summary and abstract. •
- Reviewing the draft for organization and logic, using sentence outlining techniques to improve organization. •
- How to edit for coherence - repeating keywords, using transition words, ensuring each paragraph begins with a point, and applying visual devices. •
- How to edit for clarity - using concrete and specific words, active voice, simplifying tense, identifying and replacing ambiguous pronouns, and more. •
- Cutting redundancies and useless words for concise communication. •
- Measuring readability using the Gunning Fog Index, replacing long words with short words, and breaking long sentences. •
- Review the importance of creating a coherent, well-structured draft and the significance of clear, concise, and readable communication. •

Day 5: Specialized Writing Skills

- Crafting effective press releases to communicate news and announcements. •
- Techniques for writing impactful speeches for various occasions. •
- Review key learnings from the course, reflecting on the specialized skills gained and identifying areas for future development. •

How This Course is Different from Other 'Effective Writing Skills For Business' Courses:

The 'Effective Writing Skills For Business' stands out as a comprehensive communication skills course that offers a unique blend of theory and practice. Unlike other communication skills courses, our course emphasizes improving secretary skills, managers communication skills, and better business writing skills. Our hands-on approach ensures you receive immersive training for communication skills, equipping you with essential tools for your professional journey. We pride ourselves in our well-rounded approach, integrating various teaching methodologies into our communication skills training.

فئات الدورات التدريبية

الدورات التدريبية في مجال البيئة والاستدامة	دورات إدارة الجودة وتطوير العمليات
دورات إدارة و تحليل البيانات ودورات علم البيانات	دورات إدارة و تطوير الموارد البشرية
دورات الذهن السيرياني ودورات تقنية المعلومات	دورات الاتصال الجماهيري و السياسات والعلاقات العامة
دورات التدريب القانوني والهشتريات والتعاقدات	دورات التسويق وإدارة علاقات العملاء وإدارة المبيعات
دورات الحوكمة وإدارة المخاطر والامتثال	دورات السكرتارية و إدارة المكاتب
دورات الصحة والسلامة والذهن المهني	دورات الصيانة ودورات المجالات الهندسية المتنوعة
دورات المحاسبة و التهويل و دورات الإدارة المالية	دورات المهارات الشخصية وتطوير الذات
دورات في مجالات القيادة والإدارة	دورات معتمدة من قبل هيئات دولية
دورات مكتب إدارة المشاريع وإدارة المشاريع الرشيقية	



معدن التدريب

أكر غانا	أثينا اليونان	أبوظبي الإمارات العربية المتحدة
الجبيل المملكة العربية السعودية	استنبول تركيا	أهستردام هولندا
الرياض المملكة العربية السعودية	الدوحة قطر	الدار البيضاء المغرب
المنامة مملكة البحرين	الكويت الكويت	القاهرة مصر
بانكوك تايلند	باكو أذربيجان	باريس فرنسا
برلين ألمانيا	برشلونة إسبانيا	براغ جمهورية التشيك
تيليسي جورجيا	بوكيت تايلاند	بورتو البرتغال
جنيف سويسرا	جاكارتا جمهورية إندونيسيا	تورنتو كندا
روما إيطاليا	حلي الإمارات العربية المتحدة	جوهانسبرغ جنوب أفريقيا
سنغافورة سنغافورة	سان دييغو الولايات المتحدة الأمريكية	زنجان تنزانيا
شيكاغو الولايات المتحدة الأمريكية	شرم الشيخ مصر	سيول كوريا الجنوبية
طوكيو اليابان	طشقند أوزبكستان	طرابزون تركيا
فرانكفورت ألمانيا	عن بعد منصة زووم	عمان المملكة الأردنية الهاشمية



مدن التدريب

كيب تاون جنوب افريقيا	كوالالمبور ماليزيا	فيينا النمسا
لندن المملكة المتحدة	لشبونة البرتغال	لانكاوي ماليزيا
مسقط سلطنة عمان	هدريد اسبانيا	ماريبا اسبانيا
ميونخ ألمانيا	ميلان إيطاليا	مونترو سويسرا
	نيويورك الولايات المتحدة الأمريكية	نيروبي كينيا