



ON-LINE TRAINING COURSE: Business Writing and Communications PART 2

COURSE SYNOPSIS – PART 2:

Join Professor Dale Gyure (University of Stellenbosch and formerly Tufts University, Boston, USA) for a two-part workshop designed to improve your writing and deliver your message for high impact results. Writing is largely a critical thinking exercise, and Part 1 of the program began by encouraging participants to think critically about why they are writing, who they are writing to and what they want to say – all before putting pencil to paper or finger to keyboard (!) Participants then learned to write clear and concise sentences recognizing that long-winded and wordy sentences are often the biggest contributor to poor writing, ineffective communication and a message with low or no impact.

Part 2 of the program begins with a brief review of Part 1 (because practice makes perfect) and then takes a last look at the report edited in Part 1 for structural, organizational and critical thinking flaws which make the message ambiguous and hard to understand. Part 2 continues by helping participants write spot-on cover letters, make good arguments, and prepare abstracts and summaries that don't just repeat what has been said already. Executive summaries are given special consideration because they are so powerful in capturing the attention of decision-makers. Part 2 also extends the critical thinking concepts and editing techniques to email and other "casual" electronic messages which carry so much of the business message today. Part 2 concludes with an introduction to public speaking / oral communication which is the subject of an Optional Part 3 of the program.

COURSE LOGISTICS – PART 2:

- PRIOR TO THE COURSE – Delegates will register and pay on-line, download course materials and set aside sufficient time for viewing the on-line course materials.
- ON-LINE SESSIONS ARE COMPLETED INDIVIDUALLY – participants view and complete the course materials in their own space and time. **The course start date is 12 October 2020.**
- TWO LIVE SESSIONS WITH DALE USING MS TEAMS – participants will gather in a virtual meeting room at the same time for discussions with Dale.
- COURSE OUTLINE FOR PART 2 (5 sessions in total)

Session 06 Review and Complete Diseases of Bad Writing

- 6.01 Introductory Remarks (video lecture)
- 6.02 The Writing Process and Importance of Editing (video lecture)
- 6.03 Diseases of Bad Writing beyond Long-winded and Wordy Sentences
- 6.04 A Final Look at the Maddox Report (video lecture and self-study)
- 6.05 Recap and Self-Study (video lecture)

Session 07 Guidance, Practice and Critical Thinking with Other Formats

- 7.01 Introductory Remarks (video lecture)
- 7.02 Winning Covering Letters and When to Write Them (video lecture / worksheet)
- 7.03 The Essence of a Good Argument (video lecture and worksheet)
- 7.04 Abstracts and (Executive) Summaries (video lecture and worksheet)
- 7.05 The “Report” – how to avoid the quicksand (the Jacobs report)
- 7.06 Recap and Self-Study

Session 08 – MS Team Discussion with Dale (Thursday 15 October 2020 09H00 – 10H00)

Participants would have completed about half the course materials by this time and will have a live discussion with Dale.

Session 09 Effective Email and other Media Options

- 8.01 The Writing Approach for email (video lecture)
- 8.02 Email Etiquette and other Media Options (video lecture and worksheet)
- 8.03 In-class Practice and Intervention (Dale will respond to and correct your Email messages)
- 8.04 Points to Consider for a Live Audience

Session 10 – MS Team Discussion with Dale (Tuesday 20 October 2020 09H00 – 11H00)

Participants would have completed all the course materials by this time and will have a live discussion with Dale

- **AFTER THE COURSE** – Participants will evaluate the course and complete a short learning assessment in order to obtain a certificate to register their CPD.
- **TARGET GROUP** – any technical professional who needs to write anything in order to do their job (!) Participants are expected to have a basic competency in English but they do not need to be good writers. Rather, we will teach them how to be good editors.
- **AN OPTIONAL PART 3 OF THE COURSE IS AVAILABLE FOR SMALL GROUPS** – Oral communication and public speaking require some of the same attention to critical thinking as writing. But, the live audience presents some special challenges that require practice and special preparation. Become an excellent oral communicator by challenging and honing your skills in Part 3 of the program. Small groups only as we will make heavy use of MS Teams for much of the course content.



LEARNING OUTCOMES:

- 1) A better sense of how to approach the various forms of written communication for business.
- 2) The ability to critically think your way to powerful and influential written documents.
- 3) The ability to spot Diseases of Bad Writing in your own work and edit them out.
- 4) A toolbox of writing skills that you can share easily with others.

ABOUT YOUR SUBJECT MATTER EXPERT

Dale has over thirty years of industry and academic experience as a technical professional, executive manager, professor and teacher. Along the way, Dale has learned the value of good writing skills to professional success and why effective communication never goes out of style. Dale is a Director of Far Sight Skills Development and works to transform and change businesses for the better. Learn more about Dale on [linkedin.com/in/dale-gyure-16675a92](https://www.linkedin.com/in/dale-gyure-16675a92)