

Business Writing and Communications – Part 1 and Part 2

Course Description

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. Part 1 of the program encourages 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 (!) With purpose and intent established participants are then introduced to structured editing techniques which they use to proofread and edit their own original work to improve clarity, overall organization and impact.

In Part 2 of the program more attention is given to structured editing techniques, but then participants extend what they have learned to other forms of business communications such as email and various report formats commonly found in the corporate world. Executive summaries are given special consideration because they are so powerful in capturing the attention of decision-makers.

Program Outline (Part 1)

<u>1.0 Approaching The Writing Exercise</u> 1.01 – A Short In-class Writing Assignment 1.02 – Establishing the Need to Write 1.03 – Defining Your Message 1.04 – Identifying Your Target Audience 1.05 – Picking Your Style 1.06 – Learn to Spot Diseases of Bad Writing	<u>2.0 Structured Editing Techniques – Part 1</u> <u>Clear and Concise Sentences</u> 2.01 Agents of Wordiness 1-5 and 6-10 2.02 Editing Practice with Agents 1-10 2.03 Editing your Own Original Work 2.04 Agents of Wordiness 11-16 2.05 Editing Practice with Agents 11-16
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About your Course Director

Dr. Dale C. Gyure, Pr. Engr.
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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.

Program Outline (Part 2)

<p><u>2.0 Structured Editing Techniques – Part 2</u></p> <p><u>Clear and Concise Sentences</u></p> <p>2.06 Agents of Wordiness 11-16 (review)</p> <p>2.07 Editing your Own Original Work</p> <p>2.08 Addressing Other Bad Writing Diseases</p> <p>2.09 A final look at your own report</p>	<p><u>3.0 Effective Email and other Media Options</u></p> <p>3.01 Reviewing the Writing Fundamentals</p> <p>3.02 Looking Again at the Approach</p> <p>3.03 Special Considerations for Email and other Media Options</p> <p>3.04 In-class Practice and Intervention</p>
<p><u>4.0 Guidance and Critical Thinking with Other Formats</u></p> <p>4.01 Memos, Letters and Proposals</p> <p>4.02 Maximizing Impact and Influence – the Jacobs Report</p> <p>4.03 Short Reports and Tables</p> <p>4.04 On-the-mark Executive Summaries</p>	

For noting -- A separate program is available that is devoted exclusively to oral communication and again challenges participants to go beyond the established (and often counter-productive) rules of public speaking. With opportunities to actually practice in real time, participants can learn first-hand how to make a winning pitch when it counts. Contact Dale or SAAPI for the next offering.