



ON-LINE TRAINING COURSE: Business Writing and Communications – Part 1

COURSE SYNOPSIS:

Join Professor Dale Gyure (University of Stellenbosch and formerly Tufts University, Boston, USA) for a course designed to improve your writing and deliver your message for high impact results. This Part 1 of a larger program offered by Far Sight Skills Development 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 a sample piece of writing to improve clarity, overall organization and impact. The program presents successful editing as the secret to success (rather than any innate talent for writing). Participants are encouraged to submit an original piece of writing to Dale for a personal Instructor edit at an additional cost. Other Parts of the larger program focus on critical thinking, organization and structure, executive summaries, email comms, oral presentations and public speaking.

The target audience for this course includes 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. Course participants can expect the following from this course...

- A better sense of how to approach the writing exercise. The ability to apply our critical thinking criteria whenever you need to communicate.
- The ability to spot diseases of bad writing in your own work and edit them out.
- Structured editing techniques that lead to more clear and concise written communication
- A toolbox of writing skills that you can share easily with others.

COURSE LOGISTICS -- Business Writing and Communications – Part 1:

- PRIOR TO THE COURSE – Delegates will register and pay on-line, download course materials and watch Session 01 prior to the start of the course.
- Participants are then expected to clear their calendars for two half-day workshops with Dale via Microsoft Teams.
- COURSE OUTLINE FOR PART 1 (about 7 hours in total)

Session 01 -- Approaching The Writing Exercise (90 minutes of video lectures)

Participants complete Session 01 in their own time before the first half-day workshop

- 1.01 – Introductory Remarks
- 1.02 – Establishing the Need to Write
- 1.03 – Defining and Understanding Your Message
- 1.04 – Identifying Your Target Audience
- 1.05 – Picking Your Writing Style
- 1.06 – The Writing Process



- 1.07 – Learn to Spot Diseases of Bad Writing
- 1.08 -- Recap and Self-Study

First half-day workshop: Wednesday 05 May 2021 (9am – 1pm)

Participants would have completed at least Session 01 beforehand.

Writing Clear and Concise Sentences (about 120 minutes) Participants view this session individually during the first two hours of the first half-day workshop.

- 3.01 Introductory Remarks (short video lecture)
- 3.02 **Saying It Once Is Enough (!)** (short video then interactive worksheet)
- 3.03 **Saying It Once Is Too Much (!)** (short video then interactive worksheets)
- 3.04 Editing the Maddox Report (an interactive worksheet)
- 3.05 Recap and Self-Study (short video lecture)

Comfort and Coffee Break

Discussion with Dale in the Virtual Meeting Room (about 90 minutes)

- Review Points and Amplifications
- A collective look at the Maddox Report with edits / revisions made so far
- Discussion and other examples
- Wrap-up the first half-day workshop

Second half-day workshop: Wednesday 12 May 2021 (9am – 1pm)

Writing Clear and Concise Sentences (continued) (about 135 minutes) Participants view this session individually during the first two hours of the second half-day workshop.

- 4.01 Introductory Remarks (short video lecture)
- 4.02 **Other Agents of Wordiness (!)** (short video then interactive worksheets)
- 4.03 **Get Control of your Verbs (!)** (short video then interactive worksheets)
- 4.04 Editing the Maddox Report (an interactive worksheet)
- 4.05 Recap and Self-Study (short video lecture)

Comfort and Coffee Break

Discussion with Dale in the Virtual Meeting Room (about 90 minutes)

- Review Points and Amplifications
- A collective look at the Maddox Report with edits / revisions made so far
- Discussion and other examples
- Wrap-up the second half-day workshop

- AFTER THE COURSE – Participants will receive an attendance certificate to register their CPD.



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 about Dale on [linkedin.com/in/dale-gyure-16675a92](https://www.linkedin.com/in/dale-gyure-16675a92)