



## **ON-LINE TRAINING COURSE: Critical Thinking in Business Writing and Communications**

### **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. Writing is largely a critical thinking exercise, and this Part of a larger program offered by Far Sight Skills Development begins by examining a technical report that most would already judge to be well written. We will, however, spot the critical thinking errors that are embedded in the report that make the message ambiguous and hard to understand. The course continues by helping participants write spot-on cover letters, make good arguments, and prepare abstracts and summaries that don't just repeat what is in the body of the report. Executive summaries are given special consideration because they are so powerful in capturing the attention of decision-makers. This Part 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. Dale will offer a personal / private critique on an email message that you write to him during the course. The course concludes with an introduction to public speaking / oral communication which is also the subject of a separate Far Sight course.

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 various forms of written communication for business.
- An ability to critically think their way to powerful and influential written documents.
- An ability to spot critical thinking errors in their own work and address them.
- A toolbox of writing skills that can be easily shared with others.

### **COURSE LOGISTICS – Critical Thinking in Business Writing and Communications:**

- PRIOR TO THE COURSE – Delegates will register and pay on-line, download course materials and watch Session 06 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 06 Course Kick-off, Preview and Introduction (about 60 minutes)

Participants complete Session 06 on their own time before the first half-day workshop

- 6.01 Introductory Remarks (video lecture)
- 6.02 The Writing Process and Importance of Editing (video lecture)
- 6.03 A Word about Clear and Concise Sentences (video lecture)
- 6.04 Introducing the Handouts for the Next Session
  - The Maddox Report (without the wordiness)
  - World's Worst Cover Letter
  - Good and Bad Arguments
- 6.05 Recap (video lecture)

**First half-day workshop: Wednesday 02 June 2021 (9am – 1pm)**

Participants would have completed at least Session 06 beforehand.

Session 07 MS Teams Live Interaction with Dale (about 90 minutes)

- 7.01 Critical Thinking Errors in the Maddox Report (and how to fix them)
- 7.02 Winning Covering Letters and When to Write Them
- 7.03 The Essence of a Good Argument
- 7.04 Recap
- 7.05 Introducing the Handouts for the Next Session
  - The Monthly Summary (without any summary)

Comfort and Coffee Break

Session 08 – Summarizing a Report or other Message Form (about 90 minutes)

- 8.01 Introduction to “Reports” or other Message Forms (participants will view this on-line video clip prior to reconvening in the virtual meeting room)
- 8.02 Abstracts and their purpose
- 8.03 Introductions and their purpose
- 8.04 (Executive) Summaries – tips and pointers
- 8.05 Looking together at the “Monthly Summary” report
- 8.05 Discussion and Executive Summary Draft
- 8.06 Recap
- 8.07 Handouts for the Next Session
  - Other Executive Summary Examples
  - The Jacobs Report
  - Email Assignment to Dale

End of first half-day workshop



## **Second half-day workshop: Thursday 10 June 2021 (9am – 1pm)**

### Session 09 Executive Summaries, Critical Thinking and Report Structuring (about 90 minutes)

- 9.01 Executive Summary for “Monthly Summary” with Discussion
- 9.02 Critical Thinking and Other Errors in the Jacobs Report
- 9.03 Jacobs Report Rewrite and Discussion
- 9.04 Recap and Take-Away Assignment

### Comfort and Coffee Break

### Session 10 Effective Email and other Media Options (about 90 minutes)

- 10.01 Introduction to Effective Email and Other Media Options (participants will view this on-line video clip prior to reconvening)
- 10.02 The Writing Approach for email
- 10.03 Discussion -- Students will have received Dale’s edit of their email assignment
- 10.04 Other Media Options
- 10.05 Points to Consider for a Live or Virtual Audience

- 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)