Baroda Management Association

WRITTEN COMMUNICATION SKILLS

Overview

The ability to produce clear and concise writing, communicating in a manner that is brief and to the point is an essential communication skill for all employees. Written documents such as e-mail, letters, reports, manuals and proposals are distributed internally as well as externally. In order to be understood better, information must be provided in the proper written format.

Benefits of Workshop

- Effectively communicate through the written word for a wide variety of purposes and audience
- Accurately convey the intent of the message
- Structure written communication that is clear, logical and easy to follow
- Use correct mechanics such as grammar, spelling and punctuation
- Select and incorporate appropriate supporting material
- Effectively adjust the writing style to appropriately address the audience

Course Content

- Understanding your communication style
- E-mail communication
- 7 C's to effective communication
- Ways to communication process
- Corporate communication
- Reports and proposals writing
- Organizational and internal communication
- Managing your language

Who Should Attend?

- Mid-level professionals who want to improve their business writing
- New and experienced managers who often create professional documents
- Professionals who write web and promotional copy
- Marketers

FOR MORE DETAILS CONTACT BMA ON THE FOLLOWING:
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