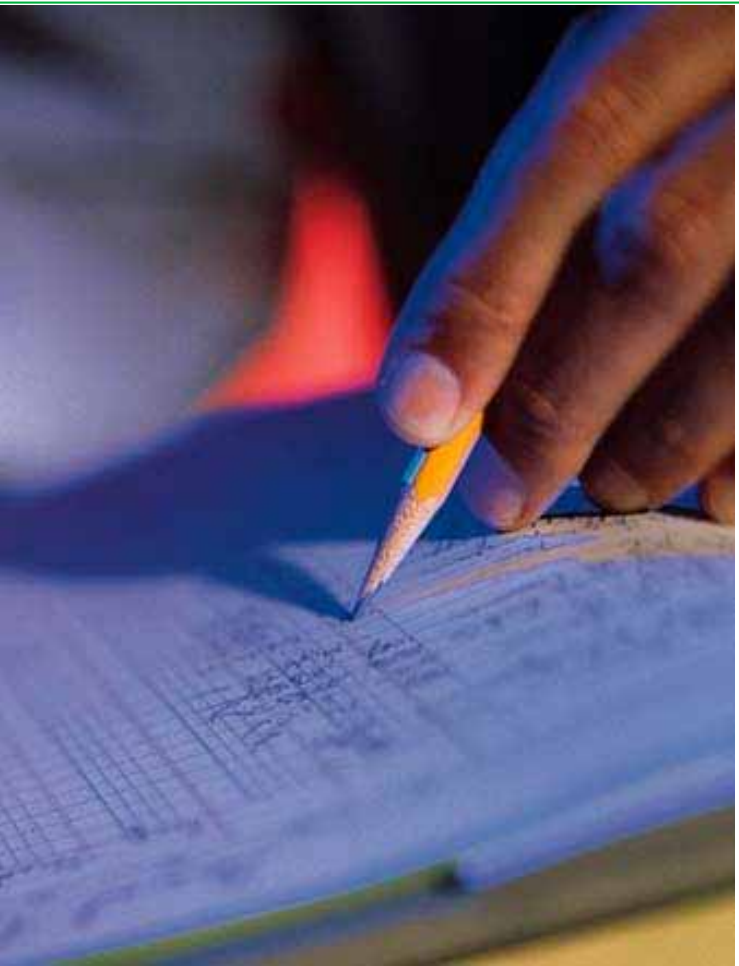


High Performance Business Writing

OSALP 2009 Open Enrolment Course



Compose powerful, professional documents that get attention and prompt action

OSALP International professional training courses combine the latest tools, techniques, market research, case studies and dynamic ways of thinking, delivered by experienced trainers to ensure the skills and knowledge acquired are directly applicable to your organization.

- ◆ **Research** Latest concepts, tools, techniques, tried and tested methods
- ◆ **Trainers** Highest standard of dynamic trainers with cross-industry experience
- ◆ **Applicability** Training relevant to your needs and your workplace
- ◆ **Interactive** Just the right number of participants with group exercises, role-plays and feedback
- ◆ **Action** Planning, implementation and follow-up
- ◆ **Documentation** Comprehensive supporting notes and further reading material

To attract the attention of today's busy readers, you must respond to their need for clarity and conciseness in written communication. In this one day workshop, you will overcome "writer's block," learn to recognize and avoid common mistakes and receive a tool kit of proven techniques for delivering information powerfully, persuasively and professionally. Bring a current project and get one-on-one feedback.

The Course

The course covers some of the following topics below:

- ◆ Seven General Concepts
- ◆ Organizing Information
- ◆ Be Concise and Clear
- ◆ Use Strong Verbs
- ◆ Writing Letters
- ◆ Reviewing Mechanics
- ◆ Showing Emphasis
- ◆ Writing e-Mails, Memos and Reports



What will you Learn?

- ◆ Update and improve your writing style for more effective and persuasive e-mails, memos, letters and reports
- ◆ Organize your documents with your readers' needs in mind
- ◆ Create reader-friendly layouts to highlight important information
- ◆ Craft sentences that get and hold your readers' attention
- ◆ Edit your writing for clarity
- ◆ Avoid wrong expressions and common grammar, punctuation errors



1-DAY
SEMINAR

Who Should Attend

- ◆ All business professionals who are required to present ideas in writing and who wish to sharpen their business writing skills.

Registration

Please contact **Sara Kalsoom**,
Facilitator Corporate Services with participants' details:

- ◆ Email: sara@osalp.com.pk
- ◆ Phone: 042-660 1495, 042-6610391 -5
- ◆ Mobile: 0300-5500690
- ◆ Fax: 042-6610396

Date 2009

- ◆ 23rd Apr Thu Islamabad

Course Fee

- ◆ **Course fee = Rupees 8,000/Person**
- ◆ Course fee is inclusive of Training Booklets, Lunches, Teas and Training Certificates
- ◆ We offer group package rates for more than 2 participants from the same organization

This Training In your Company

If you have a number of delegates with similar training needs, OSALP International also offers cost-effective in-house or on-site training solutions. The course can be tailor-made to suit your specific needs.