

BUSINESS COMMUNICATION & REPORT WRITING

IN-HOUSE TRAINING

WHAT'S INCLUDED

AstroTech Training will provide:

- > A detailed manual/workbook and electronic copy of course material
- > Professional presentation of the course content, case studies and practical exercises
- > One month of free telephonic and e-mail support included
- > Certificate of completion
- > Delivery of course material *(unless otherwise arranged)*
- > Travel and Accommodation for the Facilitator *(if required)*

PLEASE WILL YOU PROVIDE:

- > A suitable training venue with data projector
- > White Board and/or Flip Chart and markers
- > Lunch and refreshments daily

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★ COURSE OVERVIEW

To achieve in the business world you have to be able to write well. Sometimes the only window that senior management has to you and your performance is through the reports that you write. Report writing is central to decision making and progress reporting and this is often achieved through documents such as proposals, business cases and status reports. Yet it is surprising how many people struggle to write well. Fortunately, effective report writing is something that can be mastered. To assist business professionals in developing the skills required to write well, AstroTech offers a training course on Business Communications and Report Writing.

WHO, WHY & WHAT

- > Establishing and understanding the need for the report
- > Identifying the purpose of the report
- > Knowing the audience
- > Identifying the needs of the audience
- > Reader-centred writing
- > Maintaining the reader's attention

REPORT PLANNING & STRUCTURE

- > Why planning is crucial
- > The report format
- > Achieving flow
- > Selecting relevant information
- > The third person
- > Ensuring quality
- > The design and structure of the report
- > Introducing the content
- > Ensuring a logical structure
- > Writing professional reports
- > Being concise but complete
- > Proof reading

BRINGING THE REPORT TO LIFE

- > Maximising the impact of the report
 - > How to make a report interesting
 - > When and how to add some flair!
 - > The significance of word selection
 - > Keeping readers interested
 - > Compelling, motivating and persuading your reader!
 - > Selecting an appropriate style and tone
 - > The Good, the Bad and the Ugly!
 - >> Identifying features of a poor report
 - >> Identifying features of an effective report
 - >> Getting the message across
 - >> Avoiding rambling and repetition
 - >> Technical reports for non-technical readers
 - >> Working with subject-matter experts
 - >> Converting data into information
 - >> Supporting tools such as tables, graphs, illustrations, lists, etc
 - > Selecting terminology appropriate for the recipient
 - > Writing with confidence
 - > Building a persuasive argument
 - > Achieving impact
 - > Getting attention!
 - > Livening up a document
- ... AND MUCH MORE!



COURSE INFORMATION

★ WHO SHOULD ATTEND

- Business Professionals who can improve their Reports, Business Cases and other Business Documentation
- Technical People/Specialists who need to write reports for Non-Technical readers
- Sales staff responsible for preparing proposals
- Anyone else looking to improve their business writing skills

★ TAKE HOME TOOLS

- A detailed manual/workbook and electronic copy of course material
- Notepad & pen
- One month of free telephonic and e-mail support included

★ OUTCOMES

After attending this course attendees should:

- Improve your effectiveness by writing well
- Learn how to get your message across in writing
- Achieve the results that you want by learning to write convincingly
- Improve your performance & profile by writing professionally
- Learn to write from the reader's perspective
- Learn to write confidently & clearly
- Reduce rework in re-writing reports
- Network with other industry professionals

★ SETA ACCREDITATION

AstroTech Training is accredited as a Training Provider with the Services SETA (No. 3852)

Make sure that you complete your Workplace Skills Plan, and you can claim back the relevant percentage of your Skills Development Levies!

★ LEVEL 2 BBBEE STATUS

Spending with AstroTech counts twice! You can claim 125% of any training spend with us towards your Procurement scorecard, and everything spent with us on training your qualifying staff will count towards your Skills Development target!

★ TERMS & CONDITIONS

➤ PAYMENTS:

Payment terms are **30** (thirty) days from date of course completion. The final invoice will be based on the **confirmed minimum number of delegates** provided as follows:

COURSES INSIDE GAUTENG: At least **SEVEN** working days prior to the course

COURSES OUTSIDE GAUTENG: At least **TEN** working days prior to the course

Absent delegates are charged for.

➤ POSTPONEMENTS:

POSTPONE WITHOUT COSTS: If you advise us **at least TWO** weeks prior to the course

PAY 25% OF THE COURSE FEE: If you advise us **less than TWO** weeks prior to the course

PAY 100% OF THE COURSE FEE: If you advise us **within ONE** week of the scheduled course

Once you have postponed, you **cannot** subsequently **cancel** without being liable for the **FULL** course fee.

A new date convenient to both parties will be agreed upon, however all postponements need to be utilised within **SIX** months of the original scheduled course date.

➤ CANCELLATIONS:

CANCEL WITHOUT COSTS: If you advise us **at least TWO** weeks prior to the course

PAY 50% OF THE COURSE FEE: If you advise us **less than TWO** weeks prior to the course

PAY 100% OF THE COURSE FEE: If you advise us **within ONE** week of the scheduled course

➤ PRESENTERS:

Should it be necessary, AstroTech Training reserves the right to substitute the presenter.

➤ VENUE:

If you have chosen to use the AstroTech Conference Centre as the venue for your training, the terms and conditions specific to Conferencing will be provided separately for your acceptance and signature.

➤ COMMUNICATION:

When a person registers on the AstroTech website, is registered on an AstroTech course or sends an email to AstroTech, that person consents to receiving communications electronically or otherwise from AstroTech and/or its business partners.

➤ DISCLAIMER:

AstroTech Training will not be held responsible for any loss, damage or harm, direct, indirect, consequential or otherwise and howsoever arising that may be caused to any person or property during the providing of any services by AstroTech to the client.