

PROGRAMME OUTLINE for Professional Business Writing & Communication Workshop**DAY 1**

9.00 am Workshop Introduction & Icebreaker

- **Description:** Participants will be introduced to the workshop and its intended objective. Participants will go through an icebreaker activity to get to know each other.
- **Learning Outcome:** Participants should be able to warm up and be comfortable in the workshop.
- **Activity:** Icebreaker

Module 1: Foundational Principles of Professional Business Communication

- **Description:** The nature of business communication. Common principles. The importance of understanding your readers. Identifying your reader context with respect to their expertise and point of view. Matching your reader's requirements to your requirements as a writer. The importance of identifying assumptions.
- **Learning Outcome:** Participants should be aware that their viewpoint may not match their reader's viewpoint.
- **Activity:** Exercise & Debrief

10.30 am **Tea Break**

10.45 am

Module 2: The 3-Stage Writing Cycle and Strategic Writing Styles

- **Description:** The 3 stage writing cycle of planning, writing and checking. The use of direct and indirect writing styles, and when each style is appropriate. Writing for differing scenarios.
- **Learning Outcome:** Participants should be able to appreciate what style of writing is appropriate for differing business scenarios.
- **Activity:** Exercise & Debrief

1.00 pm **Lunch Break**

2.00 pm

Module 3: Crafting Effective Short Business Documents (Emails, Memos, Letters)

- **Description:** Common features of short communications. Paragraphing to convey ideas. Mapping flow of writing to reader expectations.

- **Learning Outcome:** Participants should be able to understand the basic principles of communicating effectively in writing.
- **Activity:** Exercise & Debrief

3.30 pm **Tea Break**

3.45 pm

Module 4: Mastering Professional Email Etiquette and Communication

- **Description:** The Unique Features of E-Mail. To, From, CC, BCC. Forwarding. Attachments. The 3 stage writing cycle of planning, writing and checking e-mails. Etiquette in e-mails.
- **Learning Outcome:** Participants should be able to craft an e-mail that achieves their goals, within the constraints of e-mail, while being courteous to their readers.
- **Activity:** Exercise & Debrief

5.00 pm **End of Day 1**

DAY 2

9.00 am

Module 5: Selecting the Right Media: Email, Letter, or Digital Messenger

- **Description:** Understand that each form of media, such as WhatsApp, e-mail, or letter, has its own rules, which affect how readers interpret the communication. Discussion of media rules, with emphasis on the rules for e-mail. Consequences of not following media rules.
- **Learning Outcome:** Participants should be able to match the media to the appropriate business scenario.
- **Activity:** Exercise & Debrief

10.30 am **Tea Break**

10.45 am

Module 6: Structuring Documents and Guiding Readers with Visual Design

- **Description:** Segmenting readers by dividing documents into related sections with explicit reader guides. Use of visual patterns to guide readers implicitly within a document.
- **Learning Outcome:** Participants should be able to understand how to guide readers to the sections that interest them and organize the information systematically.
- **Activity:** Exercise & Debrief

1.00 pm **Lunch Break**

2.00 pm

Module 7: Effective Use of Digital Messenger Tools (WhatsApp, Signal, Telegram)

- **Description:** Messenger Tools -WhatsApp, Signal, Telegram. Using Messenger Tools Effectively. Appreciate the Limitations of Messenger Tool. Other Tools.
- **Learning Outcome:** Participants should be able to appreciate the strengths and drawbacks of written communications based on non-email based tools.
- **Activity:** Exercise & Debrief

3.30 pm **Tea Break**

3.45 pm

Module 8: Practical Application: Tailoring Communication for Complex Scenarios

- **Description:** Identify the nature of the business scenario. Determine the optimal medium for the scenario. Craft the written communication.
- **Learning Outcome:** Participants should be able to appreciate the interplay between readers, meeting business objectives and the business context, in crafting the document.
- **Activity:** Exercise & Debrief

5.00 pm **End of Workshop**