



Client's Views

"Thanks a lot for your follow up & knowledge I gain from you. Really, your course affected me a lot." **A Trainee from Food & Fine Pastries Manufacturing Co. Ltd., Jeddah, Saudi Arabia**

Please email to atyourservice@shahzadtc.com for nomination and payment details

Shahzad Training & Consulting International (STCI)

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Language: English

Duration: 2 ½ - 2 ¾ Days

Target Audience: All managers and staff

It is vital to have effective communication to deliver business results. This includes verbal communication in the form of informal discussion or a formal meeting or a presentation, as well as written communication be it a simple email for a long report.

Mastering Written Communication is an extremely practical training, which will help you learn techniques for written communication and to practice these techniques and to immediately put to use into daily written communication such as emails.

Training Objectives:

- To provide you with the writing process.
- To provide you with the pre-work needed for effective writing i.e. outlining objectives and writing for your audience.
- To give you guidelines for choosing the correct vocabulary, writing sentences and paragraphs.
- To provide guidelines and practice to write proposals

Practical Aspects:

- Guideline Tables for Choosing Words, Writing Sentences, and Formulation Paragraphs
- Real life formats and examples.
- Group activities for preparing formats and presentation

Sneak Preview:

Guidelines	Why?	How?	Examples
1. Write Shorter sentences	To serve the short term memory	a) Splitting the Sentences b) Saying Less c) Using a List d) Cutting verbiage	As above.
2. Begin by announcing the topic.	To help readers establish a pattern	a) Devote an entire sentence to announce the topic. b) Use single words like; First, Firstly, To begin with etc. c) Ask a question	a) The procedure is as follow. The clay is.... b) First, you arrange things in two different.... c) Why are topic sentences important? In order to...

And more

Trainer

Ahsan S. Razaq, Managing Director STCI, possess over 23 years of work experience in Supply Chain Management from companies like Procter & Gamble, Henkel, and Olayan Group in Pakistan and GCC. During his tenure at Olayan Group, his responsibilities included providing supply chain operational excellence support, centrally purchasing commonly purchased non-productive items, dealing with key customers for FMCG sectors and supporting implementation of Quality, Health & Safety and Environment (QHSE) management systems for all Olayan group operating companies. Prior to joining Olayan, Ahsan held the following positions of Planning & Purchasing Director, Riyadh, Saudi Arabia, for Henkel Saudi Arabia, and several supply chain position with Procter & Gamble (P&G) in Pakistan and Saudi Arabia. Ahsan studied Mechanical Engineering at Kansas State University, Kansas, USA and completed his Bachelor's Degree in 1992 and Master's degree in 1993. Ahsan is also certified auditor for Quality Management System (ISO 9001), Occupational Health & Safety Management System (ISO 18001) and Environmental Management System (ISO 14001).