BLACKBiRD
FOR TRAINING

Developing the Skills of Preparing and Writing Reports, Meeting Minutes, and E-mail

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16 - 20 December 2024

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Introduction

Regardless of your company's industry or size, and irrespective of your role or specialization, a significant portion of your time is dedicated to communication. Among the myriad methods and styles of communication, one of the most crucial in every professional field is written communication. If you haven't mastered the art and skills of effective writing, it undoubtedly impacts your career growth, professional future, and the image you and your company project to others.

This training course is designed to help you master the art of planning, drafting, and reviewing reports, meeting minutes, and emails. You will quickly witness the transformative effect this program will have on your career trajectory and professional image, as well as the reputation of your company.

What sets this course apart is its comprehensive approach, combining principles from management science, organizational psychology, emotional and verbal intelligence, and the latest artificial intelligence tools, enabling you to produce polished, effective communication in the modern business world.

Course Objectives

By the end of this course, participants will:

- Professionally craft various types of reports suited for modern organizations.
- Prepare, organize, and review meeting minutes in all formats with precision.
- Write persuasive and impactful messages that enhance their professional image and their organization's reputation.
- Apply email writing etiquette to communicate effectively and professionally.
- Select the appropriate communication medium for diverse situations.
- Achieve management goals efficiently by delivering clear and compelling messages to target audiences.
- Employ techniques in organizational psychology, emotional intelligence, and verbal intelligence to create effective written content.
- Leverage modern software tools and AI technologies to enhance the quality of reports, emails, and meeting minutes.

Course Outlines

Day 1: Effective Written Communication - Your Path to Excellence

- Understanding why effective written communication is key to professional success.
- Exploring the modern model of effective written communication.
- The art of selecting the appropriate communication method for specific situations.
- Characteristics of good written communication skills.

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- General stages in creating impactful written communication.
- Addressing obstacles to effective written communication.
- Common errors that hinder effective communication and how to avoid them.

Day 2: Positive, Persuasive, Reader-Focused Writing

- The importance and characteristics of reader-focused writing.
- Applying verbal intelligence techniques in creative writing.
- Utilizing principles of organizational psychology for persuasive writing.
- Incorporating modern persuasion models in written communication.
- Managing first impressions through writing with psychological insights.
- Integrating emotional intelligence into effective written communication.

Day 3: Professional Email Writing

- The role of email in business communication.
- Structuring a professional email effectively.
- Crafting subject lines that capture attention and purpose.
- Writing concise, organized, and impactful email messages.
- Email etiquette best practices for professional communication.
- Creating an automated professional email signature.
- Positive habits for managing email communications efficiently.

Day 4: Techniques and Skills for Writing Professional Reports

- Understanding the significance of report writing in modern businesses.
- Exploring various types of reports and their applications.
- Practical steps to prepare and structure a professional report.
- Using mind mapping to brainstorm and organize report content.
- Overcoming writer's block with effective techniques.
- Incorporating tables and charts into reports to enhance clarity.
- Essential electronic tools and skills for technical report writing.

Day 5: Writing Professional Meeting Minutes

- Importance and role of meeting minutes in organizational settings.
- Different types of meeting minutes and their uses.
- Professional approaches to drafting and finalizing meeting minutes.
- Key components every meeting minute should include.
- Best practices for pre-meeting preparation, minute-taking during meetings, and post-meeting follow-ups.
- Avoiding common mistakes in preparing meeting minutes.
- Developing a reusable meeting minutes template for efficiency.

Conclusion

If you're looking to improve your report writing skills, enhance your email communication proficiency, and master the art of preparing meeting minutes, this course offers the perfect opportunity to elevate your expertise. Combining theoretical knowledge with hands-on exercises, this program will empower you to excel professionally, improve your communication impact, and strengthen your company's reputation in the business landscape.

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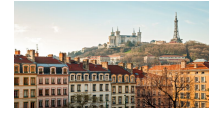
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