

Learn. Internalize. Apply



EFFECTIVE BUSINESS COMMUNICATION & REPORT WRITING SKILLS WORKSHOP

DATE: 27TH TO 31ST MARCH 2023

VENUE: SUN AFRICA BEACH RESORT (COCOA BOUTIQUE HOTEL), MOMBASA

COST: KSHS 92,500 EXCLUDING VAT PER PERSON

NITA REGISTERED: NITA/TRN/916

IHRM ACCREDITED: C00380

COURSE OVERVIEW

Information is crucial to organisations and when this information is communicated in writing, the quality of such communications can have a significant impact on business performance and decision making. Successful organisations are ones that communicate effectively. Business reports and communications should be accurate, clear, concise, unambiguous, logical and easily understood. Business communication and report writing is at the centre of decision making and progress reporting and this is often achieved through documents such as proposals, business cases and status reports.

Today's technology has made everyone in the workplace a writer — leaving the reputation and success of an employee increasingly dependent on how well each communicates. The gist of this workshop is to equip participants on how to be creative in writing informative and effective but high-quality reports which are compelling, persuasive and easily understood. They will learn how to plan, organise their objectives, structure, construct arguments and summarise their content effectively. In this instructor-led training, we explore step by step everything participants should consider in making their reports credible, well organised and clearly presented. This training aims to enlighten participants on how to analyse their audience and tailor the content to their specific needs, compose targeted messages, structure their document (report) for maximum impact and write clear and concise reports which meet organisations' business objectives.

Organizations recognize the significance of business communication and report writing as a vital means of conveying their messages to their stakeholders. Indeed, business communication and report writing plays a crucial role in almost all aspects of life. It is impossible to work in business, government or organizations without communication and report writing. People exchange ideas with each other by communicating information to facilitate decision making and talk about innovations. To be truly successful in any role, employees need to understand themselves and others, and know how to build and maintain effective relationships with clients and colleagues.

That is the very essence emphasized by Paul J. Meyer when he said *“communication - the human connection - is the key to personal and career success.”* On the other hand, Brian Tracy is quoted saying that ***“Communication is a skill that you can learn. It's like riding a bicycle or typing. If you're willing to work at it, you can rapidly improve the quality of every part of your life.”***

KEY TAKEAWAYS FROM THIS TRAINING

After this training, participants will be able to communicate effectively and write well-researched, well-organised and well-written reports. They will know how to write formal, structured documents, and will understand the importance of using easily understood language and how to order your information. By the end of the workshop, delegates will be able to:

- Deploy the right techniques, tools and skills for a wide variety of communication challenges
- Discover the different personal listening styles and identify their own
- Practice and use assertiveness skills in different situations
- Project the right verbal and non-verbal characteristics essential in powerful presentations
- Understand body language and write in their organisation's tone of voice
- Develop more efficient writing processes, improving project and time management
- Develop a professional, reader-friendly written style when writing
- Determine methods for gathering and organising information before presenting issues and recommendations within your report
- Express complex ideas with accuracy, confidence and clarity, supporting with persuasive, logical and well-reasoned arguments
- Improve the effectiveness of their reports, proposals, emails, letters and other communication
- Learn what to put in and leave out of the report, retaining crucial information and leaving out unnecessary detail
- Meet the needs of their readerships/audiences enabling them to achieve their own objectives
- Write concisely, clearly and correctly to produce effective business documents and reports that will aid decision making

ORGANIZATIONAL IMPACT

Training is an investment in the future of your organisation and employees in which the payback is immediate. Building business communication and report writing skills helps your organisation stay ahead of competition in your industry. There is this ancient Chinese proverb that says: ***“Give a man a fish and you feed him for a day. Teach a man to catch fish and you feed him for a lifetime.”*** This training is one of the building blocks for developing a solid culture of exceptional business communication and report writing that will help your organization to:

- Achieve a strong focus on your business goals and objectives
- Enhance skills to boost productivity and quickly
- Encourage extraordinary performance from employees
- Improve the use communication to promote the image of your organization
- Outperform the competition through enhancing your competitive edge
- Save time on unnecessary re-work
- Make a great impression and differentiate herself from the rest.
- Increase Efficiency and effectiveness
- Maximize productivity
- Receive accurate, clear, concise, logical and actionable business reports

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In summary, you will develop staff who convey their objectives clearly and logically, a general sense of coordinated and effective action, and teams of people who get along in a common cause. The result is not just measurable better performance but also greater stability through a happy and motivated workforce.

INDIVIDUAL IMPACT

This seminar is ideal for participants of any level who want to develop their communication and protocol skills. From the highest ranked officer to the receptionist, all employees should hone their Effective Communication and protocol strategies. Doing so directly impacts office relationships, customer experience, and the business's bottom line. Warren Buffet said that by honing your personal communication skills, you can boost your lifetime earning potential by 50%. At DGMB, we are experienced at providing unsurpassed communication and protocol skills trainings and longer term programmes to meet your specific organisation goals and service standards as well as the most frequent method of communication used to connect with your employees and customers e.g. face to face, telephone or email. This communication and protocol training course will develop the participants' skills and behaviour to cultivate meaningful office relationships and offer exceptional customer care and services. Benefits of this 5-day course to an individual delegate include ability to:

- Understand the principles of business communication and report writing
- Understand the impact that communication has on other people, and how improving these skills can make it easier to get better results. The training is designed specifically to help them to become more effective and enhance professionalism in the workplace.
- Recognise the importance of body language and how their non-verbal signs affect communication and give them useful tips on how to use gestures and emotions effectively. We will explain why being a good listener is essential for effective communication and teach them how they can improve their listening skills so that they get better results.
- Speak with more confidence and listen carefully to build rapport and analyze and utilize body language to their advantage.
- Steer conversations and influence people as well as have the confidence to make more of an impact on their audience.
- Eliminate numerous time-consuming revisions
- Communicate with diplomacy, tact and credibility
- Develop effective business conversation skills
- Choose the most appropriate method of communication for the situation

As with all our workshops, the focus is on you, the participant. In order to help you get the best possible results for your business, we provide you with an individual evaluation and help you develop a personal action plan, which you can start implementing right after your training session. Our mode of delivery will give you a chance to ask questions or discuss any difficulties with our trainers, who will be happy to assist you on the day.

TARGET COMPETENCIES

- Ability to generate sound recommendations
- Ability to address complex situations
- Analytical skills
- Assertiveness
- Building rapport
- Business writing etiquette

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- Influencing, inspiring and persuading others
- Proactive listening
- Reading between the lines
- Structured thinking
- Verbal and non-verbal communication
- Written communication
- Proactive listening

TARGET GROUP

This course is tailored to suit anyone seeking training in best practices in communication and protocol. The course is designed to benefit, Managers, Team leaders and all staff whose success depends on their ability to communicate clearly, to be understood and to influence how another person performs and create positive working relationships. This course is therefore designed for:

- Executives & Non-Executives
- Heads of Departments
- Engineers
- Safety Officers
- Security Officers
- Team Leaders
- Customer service Supervisors and officers
- PR Managers and Team Leaders
- PR Supervisors and Officers
- Personal Assistants
- Executive Secretaries and Secretaries
- Protocol Managers, Team leaders, supervisors and officers
- Sales and marketing staff
- Business development Professionals
- Sales Representatives
- Monitoring and Evaluation Managers, Team Leaders and Staff
- Customer service Managers
- Finance and accounting staff
- Factory and production staff
- Procurement Staff
- Operation Staff
- Technical Staff
- ICT Staff
- Commercial Managers
- Technical Managers
- Legal Personnel

OUR TRAINING METHODOLOGY

At DGMB, we have spent a couple of years developing and refining our training approach. Our proposed training methodology is laid out below. Our team of facilitators will adopt a practical and experimental approach. This will include supervised micro-training sessions and feedback provided. In addition, our consultants conduct supervised group discussions, exercises and role plays. The training approach is based on the principles of adult learning. Our methodology has several features that will ensure you experience a robust and relevant program; one that strengthens team dynamics and helps our clients deliver improved results. Some of the highlights of our unique approach are:

- ***Reduced Emphasis on Formal Training***

We base our course designs on the 70:20:10 paradigms. Research indicates that about 70% of what adults learn is through on-the-job experience, 20% through social learning, and 10% through formal training. We present information in ways that engage participants and generate plenty of discussion and sharing of experiences. We also provide individual and group assignments that encourage participants to integrate new concepts into their daily work.

- ***Practical and Relevant Content***

In assessing and designing course offerings, we remember Hermann Ebbinghaus' famous 'forgetting curve' that shows we forget 50% of learned material within one hour unless it is put

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into practice. Our needs analysis and instructional design practices produce engaging, real-world learning materials, customized so that participants relate fully with the content.

- ***Employing the Wisdom of Renowned Management Thinkers***

We employ the wisdom of renowned academics and authors on business and management like Henry Mintzberg who believes that:

- ✓ Management should emphasize teamwork, rather than rely on heroic individualism.
- ✓ Effective staff are reflective in the context of taking action.
- ✓ Management development works best as social learning in small groups.

- ***Research-supported Methods***

Our training delivery is always informed by research on adult learning principles and by our experience as organizational development consultants, instructional designers and facilitators. Consequently, we include plenty of opportunities for learners to apply key concepts, using scenarios and simulations, personal action plans, accountability partners, and other techniques. These methods ensure participants retain what they have learned, apply what they have learned quickly, refine their approach, and internalize learning for long-term use.

- ***Uncommon Focus***

Few training firms follow good design principles consistently because it takes time, sustained focus and clarity. Compared to other strategies and methodologies, DGMB programmes will:

- ✓ Help you build strong internal communities.
- ✓ Help staff learn more rapidly.
- ✓ Build in a lasting change through reflection.

COURSE LENGTH

The course duration is **five (5) days** that will run as per our proposed 5-day training programme. The length of the training is adequate to cover the entire course as shown in the timetable below. Over the duration your participants will learn the best skills, strategies and techniques to ensure that every communication and protocol situation is a fruitful one. In these five (5) days of training, your participants will uncover the secrets of outstanding communication and protocol.

COURSE OUTLINE

DAY ONE	
8:00 am – 9:00 am	Arrival, Registration and Climate Setting
9:00 am – 11:00 am	Introduction to Communication
11:00 am – 11:30 am	MID-MORNING BREAK AND REFRESHMENTS
11:30 am – 1:00 pm	Methods of communication
1:00 pm – 2:00 pm	LUNCH BREAK
2:00 pm – 4:00 pm	Effective listening skills

4:00 pm – 4:15 pm	COFFEE/TEA WRAP UP & END OF DAY ONE
DAY TWO	
8:00 am – 8:30 am	Arrival, Registration and Climate Setting
8:30 am – 10.30 am	Coordination of effective meetings
10:30 am –11:00 am	MID-MORNING BREAK AND REFRESHMENTS
11:00 am – 1:00 pm	Principles of distinctive customer care and communication
1:00 pm – 2:00 pm	LUNCH BREAK
2:00 pm – 4:00 pm	Internet- Social media communication
4:00 pm – 4:15 pm	COFFEE/TEA WRAP UP & END OF DAY TWO
DAY THREE	
8:00 am – 8:30 am	Arrival, Registration and Climate Setting
8:30 am – 10.30 am	The Brand called you
10:30 am –11:00 am	MID-MORNING BREAK AND REFRESHMENTS
11:00 am – 1:00 pm	Corporate etiquette
1:00 pm – 2:00 pm	LUNCH BREAK
2:00 pm – 4:00 pm	Introduction to business writing
4:00 pm – 4:15 pm	COFFEE/TEA WRAP UP & END OF DAY THREE
DAY FOUR	
8:00 am – 8:30 am	Arrival, Registration and Climate Setting
8:30 am – 10.30 am	Planning, Organization & Effective Time Management Skills
10:30 am –11:00 am	MID-MORNING BREAK AND REFRESHMENTS
11:00 am – 1:00 pm	Effective information security
1:00 pm – 2:00 pm	LUNCH BREAK
2:00 pm – 4:00 pm	Excellent report writing
4:00 pm – 4:15 pm	COFFEE/TEA WRAP UP & END OF DAY FOUR
DAY FIVE	
8:00 am – 8:30 am	Arrival, Registration and Climate Setting
8:30 am – 10.30 am	Research and analysis
10:30 am –11:00 am	MID-MORNING BREAK AND REFRESHMENTS
11:00 am – 1:00 pm	The Power of Emotional Intelligence
1:00 pm – 2:00 pm	SPECIAL LUNCH, WRAP UP AND END OF SEMINAR

YOUR INVESTMENT

We shall offer this training at a professional fee of **Kshs 92,500 per person excluding VAT**, for the entire duration of the course. This fee will cover our charges, costs of course preparations and training materials. This cost does not cater for transport and accommodation for participants.

ADMINISTRATION DETAILS

Dates: 27th to 31st March 2023

Time: 8:00 a.m. – 5:00 p.m.

Venue: Sun Africa Beach Resort (Cocoa Boutique Hotel), Mombasa

Attire: Smart Casual

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For Enquiries or Registration Call **David or Rebecca** on: (+254) 722 352 680/ (+254)787 352 680 or Rebecca on 0787 352 680 Alternatively, Email: dgmbfinance@gmail.com

PRE-REQUISITES

No prior detailed knowledge of business communication and report writing is required.

QUALITY ASSURANCE

DGMB Training Solutions Ltd strives to provide you with the most productive, effective and value for money training experience possible. If after completing the course you feel there is some way we can improve, please write your comments on the evaluation form provided upon your arrival.

TERMS AND CONDITIONS

Disclaimer: All registrations are subject to session availability. All speakers, sessions and prices were confirmed and correct at the time of printing. DGMB Training Solutions Limited reserves the right to change speakers and program details as required in addition to making changes to the schedules, venue or cancel the event altogether. **Privacy notification:** DGMB Training Solutions Limited respects the privacy of individuals, their sponsors, Organizations and acknowledges that the information you provide on registration form is confidential and third parties would not have access to. DGMB Training Solutions Limited collects this information for purposes of processing your registration and providing you information (via email and/ or mail) on upcoming events, specific products and services provided by or associated with DGMB Training Solutions Limited. Kindly register by 5pm, two working days prior to the training to enable us cater for your course materials and catering requirements. **Notice of withdrawal:** Unless written notice of withdrawal is received before the closing date of the programme, the full fee is still due in the event of non-attendance. However, DGMB Training Solutions Limited accepts replacement(s) or substitution, made in writing, prior to the commencement date of the Seminar. However, no substitution of participant(s) is allowable after the commencement of the training.

CERTIFICATE OF PARTICIPATION

Participants will be awarded certificates after attending this course.

HOW TO PAY

1. Issue Cheques in the name of “DGMB Training Solutions Ltd” or
2. Remit the Training fees via RTGS or Electronic Funds Transfer (EFT) to our Bank, the details are: - Account Name: - DGMB Training Solutions Limited, Bank: Cooperative Bank of Kenya, Branch: City Hall Branch, Nairobi, Account Number: - 01148231039600 and Branch Code: - 11049.
3. Our PIN is P051349463PS