

## **COURSE OBJECTIVES**

### **What will you get from this course?**

You can expect to develop a comprehensive approach to writing most business texts be they letters, emails, reports, proposals, minutes, press releases, marketing collateral etc.

By the end of this course, your writing will become:

- complete
- clear
- correct
- courteous
- concise

### **What you will need to do on this course**

We believe that people learn best by doing. So this course has a strong emphasis on practical activity. Much of this course requires you to actively engage in 'hands-on' work.

We also believe that people learn best through collaboration. You will be working in pairs and in groups for much of the course and will be expected to listen, discuss, share ideas, and negotiate tasks and outcomes

**To run this workshop at your premises:** Rs 230,000 (up to 20 participants)\*

\*This price does not include the cost of transporting the trainer to and from your premises