



# RESULT ORIENTED BUSINESS WRITING SKILLS

Facilitated by Meena V. Mohammed

## Overview

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Does your heart sink a little when you are asked to prepare a written document or present information to an audience? If so, you are not alone! Many people struggle with putting their ideas and thoughts on paper and delivering a message. It's a skill that needs to be learned and practiced. Your writing skills, in particular, may be a little rusty but it can do wonders with some practical work instilled by someone who believes in your commitment to learn.

You often don't get a second chance to make your point in a different way. You get one shot, and if you lose your reader, it is difficult to get them back. This is why you need to pick and choose your words carefully, and present your points in a style, manner and sequence that best suit the message you are sending.

*Result Oriented Writing*, is designed by one of today's most popular and impetus business writing trainer. It outlines an easy-to-use and easy-to-remember three-step system for crafting letters, E-mails, memos that are powerful and persuasive and guaranteed to produce results.

## PROGRAM OUTCOMES

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- **ORGANIZE** your communication to target your reader's needs
- **JUMP-START** your writing assignment to overcome procrastination
- **APPLY** editing and design principles to drive action and decision
- **DISCOVER** how to structure correct and powerful communication material
- **SAFEGUARD** your work from careless errors through proofreading
- **LEARN** simple tricks for adding extra value to your communication
- **PRESENT** key concepts and ideas with power
- **WIN** over peers and stakeholders with successful strategies pre and post communication

## WHO MUST ATTEND?

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All individuals operating in a business setting with a need to express themselves effectively and efficiently in writing.

# Program Outline

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**Result Oriented Business Writing Skills** is clear and persuasive, and holds the key to career success and advancement. This one day session will transform you into an effective writer and boost your professional image and impact your professional success. You don't have to be a "writer" to write well. It is a skill that can be developed over time through effort and practice. If you can think and speak, you can write, too! By participating in this engaging session, you will be prepared to write with ease and clarity in any work setting.

## MODULE 1:

### RESULT ORIENTED E-MAILS

Learn email writing skills to make your messages effective so they help improve productivity and strengthen relationships.

- Determine when email is appropriate
- Write an engaging opening that gets to the point fast
- Write informative subject lines so your messages get read first
- Use a friendly, readable style
- Lay out your message to enhance readability
- Be positive: avoid negative triggers
- Energize your writing by cutting unnecessary fat
- Use email etiquette to gain credibility

## MODULE 2:

### RESULT ORIENTED BUSINESS COMMUNICATION

This component will give you the skills to write with clarity, impact and power. You'll acquire the essentials for organizing your thoughts and cohesively shaping them on paper/screen. Learn how each of the below components impact the RESULTS you get.

- Write to accomplish a specific response - results
- Develop opening statements that captivate the reader's attention - results
- Be dynamic and lively in your language - results
- Establish credibility and trust with your reader - results
- Identify and eliminate monotonous, repetitive language - results
- Avoid common – and serious – business-writing flaws - results
- Choose the perfect words to express your thoughts - results

## PROGRAM INVESTMENT

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**PKR 15,500/-** + sales tax  
per participant (SST Karachi 13%)

- Register 4 delegates and 5th delegate attends for **FREE**
- The program fee covers program facilitation, course materials, refreshments, lunch and certificate of participation

## CONTACT US

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For registration and queries regarding **“Result Oriented Business Writing Skills”** program, contact:

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BRING  
**RESULT ORIENTED BUSINESS WRITING SKILLS**  
IN-HOUSE

Write to us at [info@learningmindsgroup.com](mailto:info@learningmindsgroup.com) or call us at +92-335-0327788

COURSE FACILITATOR

## MEENA V. MOHAMMED

Business Writing and Communication Expert



Senior executive with over three decades of international experience and a track record of establishing and managing programs in human resources, education, training and coaching in environments of South Asia, Afghanistan and North America. A strategist and a clear thinker with a reputation for rapidly analyzing situations, identifying opportunities, proposing solutions and working with multiple age groups to develop innovative and targeted responses.

In the span of three decades, she has worked from grass roots level to top management. Has more than ten years of experience in Human Resource Management with the Aga Khan University Hospital. She has successfully established various projects from scratch, instituted the program office for World Learning Inc. USA for their client M/S Educational Testing Service (ETS), of Princeton New Jersey. Meena has set up test centers throughout Pakistan, Recruiting and Training staff, has established contacts with government agencies, public and private sector enterprise and overseen staff and centers in Bangladesh, establishing new centers in Dhaka. As part of the Business Development for ETS, she has worked with various government and private sectors in UAE, Africa and South Asia and negotiated various programs and projects for ETS. She has monitored the Global Marketing Campaign for Egypt and India while extensively traveling to Europe, North America, Africa and South Asia.

### Clients:

SUPARCO; Pakistan Society for Training and Development (PSTD); Institute of Bankers (IBP); FOCUS Humanitarian Assistance; Pak Arab Refinery (PARCO); Pakistan Petroleum (PPL); Indus (Toyota) Motors; Total PACRO Oil; Abbott; Engro Food; Engro Corp; Shirazi Group-Atlas; Descon Engineering; Merck; Lotte Chemical; Novartis Pharma; Civil Aviation Authority; Zong Cellular Service Provider; Telecard Cellular Service Provider; Al-Catel Lucent ; Shabbir Tiles and Ceramics; Habib Bank(HBL); Faisal Bank; Philip Morris International; BHP Billiton Petroleum; Central Depository Company (CDC); Thal Engineering; Learning Minds Group; Glaxo Smith Cline; Pakistan State Oil Limited (PSO); Service, Lahore; Aga Khan Planning & Building Services, Pakistan, Aga Khan Education Service, Pakistan; Greenwich University; Purdue University – Business Opportunity Program Pakistan; various Corporate, NGO sector and Private Schools.

### AREAS OF EXPERTISE

- Business Communication
- Business and Incident Report Writing
- Nonverbal and Verbal Communication
- Presentation Skills
- Conflict Resolution
- Interpersonal Skills
- Personal Effectiveness Toolkit
- People Skills
- Future Trends and Career Guidance

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