

MANAGEMENT COURSES

EFFECTIVE BUSINESS WRITING (MG07A)

COURSE OBJECTIVE:

Participants will have the following opportunities:

- ❑ To learn methods of organizing information effectively.
- ❑ To review and integrate the principles of readability.
- ❑ To learn how to match the appropriate format and style with the intended reader.
- ❑ To gain editorial skills of creating professional documents.
- ❑ To evaluate improved writing skills through practice. All employees Involved

WHO SHOULD ATTEND?

Middle Management Directors
Executive Secretaries
All employees involved in preparing business documents.

COURSE CONTENTS:

- Opening and Course Expectations
- Bad Writing is Bad for Business
- Types of Business Writing
- Writing Effectively
- Types of Letters
- Writing Memos and Reports
- Practicing Internal and External Letters
- Golden Rules for Effectives Reports
- Preparing Graphs from Tables
- Evaluate Skills for Report Writing
- Back to the Job (Mental Imaginary)

Duration: 5 Days

Date:	Venue:	Cost:
Jun 14-18	Kuwait	USD 2,200
Dec 13-17	Oman	USD 2,200

EFFECTIVE PRESENTATION SKILLS (MG15C)

COURSE OBJECTIVE:

At the end of the course participants will be able to:

- ❑ Prepare, deliver and evaluate a 15 minute presentation
- ❑ Apply a range of presentation techniques to maintain impact and understanding
- ❑ Design and integrate effective and appropriate visuals

WHO SHOULD ATTEND?

Managers, supervisors and others who need to deliver a presentation, talk or speech to small or large groups.

COURSE CONTENTS:

- Define the objective of a presentation
- Preparing the presentation
- Writing a presentation
- Designing audio-visual aids
- Refreshing the presentation
- Believing in yourself
- Enhancing body image
- Improving your voice
- Eliminating tension
- Delivering the presentation
- Handling questions and objections
- Assessing the participants ability for a practical presentation

Duration: 3 Days

Date:	Venue:	Cost:
May 10-12	Kuwait	USD 1,800
Nov 22-24	Qatar	USD 1,800