



"A FRESH APPROACH TO COMMUNICATION"

We believe that "Communication is not just a way of life, it is at the heart of life". (Steadman G).

MCG Communications Specialists (Pty) Ltd is a 100 % Black owned company. (BEE Level 1). Our training is out-come based, and it designed to bring the quickest change in the shortest time.

We are in the business of growing people's communication confidence. We believe communication is an essential business skill, necessary for your company's image and reputation. Confident goal-directed employees are more productive.

We believe that knowing how to communicate effectively i.e. listening well, knowing how to answer questions well, being able to write concise, clear minutes and reports and being able to navigate email etiquette with confidence is key.

Businesses with confident, informed employees, translates to the bottom-line- profits. Customer service improves, sales increase, internal and external communication improves, all because of effective business communications.

Only 7 % of your communication is through words

Only 38 % through intonation and voice inflation

Only 55 % through body language and non-verbal communication

87 % your total lifetime information is gathered by sight.



Hence, acquiring Business Writing Skills is an important skill to develop.

Businesses seek to build relationships – **RELATIONSHIPS NEED COMMUNICATION**. Our mission is help grow your communication confidence and improve the way you do business.

Employees serve as a gate-way to all stakeholders. Confident, self -assured employees are informed, engaged, and productive.

Effective communication is visible:

- * In improved customer service and sales increase.

- *Whilst internal and external communication improves, a reduction in disciplinary hearings, absenteeism and more teamwork occurs.

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We have developed a comprehensive business writing course to help you communicate more effectively in your business. Maybe report writing in your organization has become tedious, and involved, with employees avoiding it, or presenting Reports that are more like a “to-do list” and poorly written or inadequately recorded. The same goes for Minute Taking. With the speed and efficiency emails have given us, no wonder sorting and writing can be daunting.

We will help you take out the “chore” from meetings, reports and emails, giving you tools that make it easy and fun.

Course Overview

The course is a two -day course (Can be done as a one -day course)

It is tailor made to suit your skills level. The method used is out-come based, practical and engaging, suiting each individuals’ need. The candidates will use real work-related examples to practise their writing techniques. We encourage you to give us a real case study of one of your meetings to learn to create a report/write minutes and send an email that is clear, concise and says what you mean. In the training we will use role-playing to reinforce the skills learned.

Business Report Writing/Minute-Taking/Email

Writers need to be concise, clear, logical and structured in their reports/minutes/emails and get to the point in less time.

- Learn to write **prepare** and **plan** a report
- Learn how to use the **correct grammar/ language** and report techniques
- Learn to **persuade** and **influence** your audience effectively
- Learn to **provide reports/documents that enhance the image** of both **the writer and business**
 - Learn to make what you **write easy** for the different readers to understand and utilize the information
- Learn to use **proper email etiquette** such as effective subject lines, professional greetings, and readable formatting
- Learn what to put in and leave out, retaining crucial information and leaving out unnecessary details **in minute taking**
- Course is Outcome Based, aligned with SAQA and the Services SETA

Top prize: Everyone in business needs to produce reports/proposals/presentations that must be understood, and acted upon. The clearer you express yourself, the more effective you are in an organization or your personal life.



Business Writing Course: Course Overview

Introduction:

Your communication style
Why good writing pays off
Putting the reader first
Have clear objectives

Getting Started:

Overcoming writer's block
Assembling the facts

Overall structure of Report:

Introduction
Methods (making the information flow)
Results (findings)
Discussion
Conclusion (making endings memorable)
Recommendation (executive summaries)

General Strategies for Writing:

Planning the report
Designing for impact
Grammar and use of perfect punctuation
Effective proofreading and editing



Email Writing:

Planning emails

Clarity of thought

Assembling the facts

Making the information flow

Persuasive Writing :

Four steps to building a persuasive case

Getting the reader to take action

Reader centred writing

Writing in plain English

Overall do's and don't

Minute Taking:

The roles in a Meeting: [Clarify the roles](#) in meets

Minute Taker Behaviour: [Best practices](#) in Taking Minutes

Agenda and Writing Minutes: Identifying the agenda and objectives

Note taking and practice: Role play actual meeting

Mind Mapping Technique: Learn different ways to [record information](#)

Create a meeting brief: Learn to [create](#) a meeting brief with [a checklist](#) for your Minute Taking

[Create](#) your organization [Minutes template](#)

What's in it for you on a personal and professional level?

- Your overall confidence improves, and when you will confident success is a given
- You will be the person asked to write key reports and summarize key points, because you will be able to express yourself clearly, and concise
- When you write well, you turn to speak well, which will help in how you present yourself everywhere
- When your assertiveness grows, your self-belief grows, and your willingness to take risks grows
- Being involved in self-development allows you to grow as a person
- When you write well, you can tackle other dreams like writing a book, writing a blog or posting on social media platforms

Who should attend: Executives/directors/managers/secretaries and front-end staff/ employees who interface with communities and the public/ departments who want to improve their internal communication/individuals who want the “the promotion” at work/ the entrepreneur who runs a home-based business/students who are about to enter the job market

Cost: Two Days Training: R5950.00 (Includes VAT) per person.

(Held in Fourways or at your premises)

Includes: course materials, all teas and coffees and lunch

BUY NOW







We would love to work with you. “Try us for a fresh approach”

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