

Dear Professional,

Workshop on Powerful Writing Skills

Greetings from Delhi Management Association!

Keeping in view of the roaring success and your appreciative response, we are pleased to announce that we are back with the **DMA Workshop on Powerful Writing Skills** by **Ms Moutushi Sengupta, a well known Communication Expert**. The workshop is scheduled on 14-15th October 2011 at New Delhi.

In the corporate world, you would appreciate that executives must be able to communicate effectively in all business situations. Clear writing demonstrates clear thinking and in business writing can be one of the most powerful and persuasive tools for getting things done. This workshop is specially designed to focus on helping the participants in achieving desired results in written communication and thereby increasing their effectiveness both in their personal and professional life. In the workshop the faculty will share useful tips for wording and structuring business letters and shaping powerful paragraphs.

I am pleased to enclose a copy of the brochure which will share the richness of the workshop contents with a humble request to kindly block the seats by nominating managers and executives from all functional areas who could benefit from this unique workshop.

I look forward to receiving your nominations.

With warm personal regards,

Yours sincerely,

Rajan Pandhi
Joint Director, DMA
9810877615(M)

DMA WORKSHOP
ON
POWERFUL WRITING SKILLS
(Letters, E-mails & other Business Correspondence)
14-15th October 2011
India Habitat Centre, Lodhi Road, New Delhi.

Official Management Portal



Good communication skills are fundamental to business success. Effective and purposive writing not only grabs attention of the readers but also persuades influences and sells your ideas, services, products, proposals and even your vision and dreams. One does not necessarily acquire mastery over written communication with schooling alone. The secret lies in learning the fundamentals of science and art of written communication and achieve excellence through sustained efforts.

This practice-oriented 2-day skill development program has been designed to equip the participants with a scientific and systematic approach to effective, clear, crisp and concise writing. After undergoing this result-focused program, participants should:-

- ***Be able to make better impression on the reader at the first instance;***
- ***Write what they precisely mean and make it easily understood to the reader;***
- ***Commit only what they actually propose to commit; and***
- ***Achieve the desired results with effective writing skills.***

Program Contents & Coverage:

The Program will cover basic as well as finer aspects of written communication that help in substantially improving and achieving excellence in writing skills. It will provide useful techniques, guidelines and practice for achieving qualitative competence. It will broadly cover:

◆ **The Science of Written Communication**

- Need, Purpose and Significance of Writing Skills
- Challenges of Writing Competences
- The Hallmarks of Good Writing
- Understanding the Elements of Prose
- Crafting Sentences: Ideal Length, Structure and Construction
- A Preliminary Quiz: Refresh and Assess Your Grammar
- Mastering Grammar: The Science of Written Communication
- Improving Readability of Your Writing - Mind Your Fog Index
- Erroneous Writing: Avoid Most Common Errors and Pitfalls
- Better Use of Dictionary, Thesaurus and Writing Aids
- Computer Software as Your Tools for Better Writing
- Use of Punctuation for Clarifying What You Mean

◆ **Building Blocks of Powerful Writing**

- Clarifying Some Common Myths About 'Good Writing'
- Recognizing and Exploiting the Power of Words
- Choosing and Using the 'Most Appropriate Word'
- Expanding Your Vocabulary: How to Learn New Words
- Empower Your Writing: Wordplay, Consistency and Brightness
- Mastering the use of 'Context' and 'Humour' in Writing
- Distinguishing 'Facts' from 'Inferences'
- A B C of writing: 'Accuracy', 'Brevity', 'Clarity'
- Six principles of 'Crystal Clear Writing'
- Seven Cs of 'Highly Effective Writing'
- Exercises on Improving 'Accuracy, Brevity, Clarity'

◆ **Art of Better and Effective Written Communication-**

- Basic Types of Writing and Their Uses
- Selecting appropriate channel
- Formats To Suit Purposes of Writing
- Organizing Thought Patterns – Defining Purpose / Intended Effect
- Idea Generation Through ‘Mind Mapping Technique’
- Processes Involved in Writing: ‘Planning, Writing and Editing’
- Developing Your Text : Making First Draft
- Revising, Fine-tuning and Polishing Your Draft
- Proofreading. Editing and Finishing
- Avoiding common pitfalls, jargon, clichés and trite

◆ **Practical Exercises in Improving Your Writing Skills**

- Business Letters
- E-Mail Writing
- Report Writing
- Power Point Presentations
- Office Memo Writing
- Writing Accurate Minutes
- Notings on Files for Decision Making
- Writing Resume

Faculty

Moutushi Sengupta has over two decades of rich experience in business communication, developing project proposals, writing reports, preparing project briefs and minutes. She has strong skills in written communication and has delivered training programmes to help participants get their points across clearly and succinctly. She continues to work with a range of communication tools, such as emails, presentations, and other forms of written communication in her current position as a senior professional in her organisation.

She has successfully participated in a number of international training programmes on effective communication and also holds a double Masters degree including an MBA (gold medallist) from the University Business School, Panjab University.

She has delivered a number of training programmes both in-house and external on Effective Communication Skills. Also she has handled projects on developing training needs and strategic workforce plans.

PARTICIPATION FEE: Rs. 5,500/- per head for members of DMA/AIMA and LMAs
Rs. 6,500/- per head for non-members

For a team of 4 participants from the same organization 10 % special discount

(Participation Fee is inclusive of lunch, reading material and other expenses).

Cheque/DD should be drawn in favour of **Delhi Management Association**. Once the registration of a nominee is confirmed and he or she is unable to attend the programme, the fee is non-refundable. However, participation by a substitute for the programme shall be allowed.

Please fill in the registration form and send it to:

Ms Omana Mathews
Administrative Officer

OR

Ms Tanya Bhatnagar
Programme Executive

Delhi Management Association

Tel: 24649551, 24649552 **Telefax:** 24649553

E-mail: info@dmadelhi.org **or** dmadelhi@sify.com **Website:** dmadelhi.org

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DMA Workshop on POWERFUL WRITING SKILLS
14-15 October, 2011 (Friday- Saturday)

Please fill and return this form along with the registration fee to Delhi Management Association, India Habitat Centre, Core 6A, First Floor, Lodi Road, New Delhi-110003 (Phone: 24649551,24649552 Telefax: 24649553)

E-mail: info@dmadelhi.org **or** dmadelhi@sify.com).

Name(s)	Designation
1.
2.
3.
Organization
Address
Telephone(s)	Fax :Email:

Please find enclosed herewith a demand draft/cheque of Rs. _____ in favour of **Delhi Management Association** payable at New Delhi.

DateSignature