



Management Association of Pakistan

SWEP-SKILLS TO WRITE EFFECTIVELY & PROFESSIONALLY®

A 2 Days Skill Building
Workshop by Zain Goplani

2nd - 3rd February 2021
10:00 am - 4:30 pm
Royal Rodale Club, Karachi

Program Overview:

Clear thinking is not possible in the absence of clear writing

- Information is crucial to an organisation and when this information is communicated in writing, the quality of such communications can have a significant impact on business performance and decision making.
- Effective business writing is concise, accurate, unambiguous, logical, and easily understood.
- This intensive two-day course will help delegates to develop the skills necessary for successful business writing — be it reports, emails, letters, policy documents or contracts.
- Although some basic grammar, spelling, and punctuation will be covered, this is not the focus of the course and delegates are expected to be competent users of English.

Learning Outcomes:

- Write business email and messages to a professional standard and expressing the message in a positive tone
- Present information in an organised, structured way so as to achieve a specific objective
- Use a business-like style and vocabulary, while displaying sensitivity to different levels of reader expertise
- Express ideas with confidence and clarity, supporting persuasive and logical arguments

Facilitator's Profile: Zain Goplani



Zain Goplani is a management consultant and a behavioral trainer at Funverks Global. With a mission to facilitate people in achieving their aspirations through action, Zain brings with him positivity and enthusiasm in the field of learning and development. His passion for trainings, has made him a well-recognized name for corporate conferences and events across Pakistan. His training sessions are like a roller-coaster ride; you'll laugh, ponder, dance, meditate, reflect and play in the most perfect balance that Zain lives by. Zain has designed and facilitated valuable interventions for renowned corporates such as; State Bank of Pakistan, Tameer Bank, Silk Bank, The First Micro-Finance Bank, Trakker Pakistan, S&P Global, Parazelsus, Nestle Pakistan, Jazz Pakistan, Telenor Pakistan, EFU, British Council, USAID, Karachi United Football Foundation, Employers' Federation of Pakistan, Lakson Group of Companies, Gul Ahmed Apparel Division, Pakistan Tobacco Company & Liberty Mills. With a master's in human resources management

from La Trobe University, Australia, and a significant experience under his belt, Zain has developed expertise in training diverse teams on specialized soft skills areas of Team Management, Career Management, Customer Service, Influencing Skills, Professional Communication, Conflict Resolution, Attitude Management, Emotional Intelligence and Lateral Thinking. Living by the philosophy 'Laugh till you cry, learn till you die'. Zain enjoys reading & watching movies He resides in Karachi, and travels frequently for training and consulting projects.



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Methodology

- There will be assignments and assessments and each participant will be graded on each task
- There will be 2 certificates: Certificate of Participation and Certificate of Achievement
- Certificate of Achievement will be awarded to participants who will be able to score 70% or more in the total assignments and assessments

Program Outline

- Introduction, objectives, overview, norms & framing of the program: Exercise: Impressing through expressing
- Writing and its importance in business communication
- Concept: Brainstorming techniques
- Five steps of Effective Business Writing
- Generating Ideas: Brainstorming
- Mind Mapping (concept by Tony Buzan)
- Know the Audience
- Knowing the three common purposes of the message:
- Following the acronym of AUDIENCE for better understanding
- Group Discussion: Racially-charged email
- Free Writing Exercise: Go Free-Wheel
- Clauses • Voices
- Useful phrases for Business Emails
- Activity: Write an email — to be done in teams
- Keep it Short • Proof Reading: Exercise: Fix It!
- 7Cs of communication to make emails impactful, articulate and effective
- 10 Tips to write Subject Line
- Brief on final exam scheduled at next session, questions and answers from the entire course
- Quick recap of the entire module
- AIDA Model • Final Exam

For Direct Transfer:

- Acct Title : Management Association of Pakistan
- Bank Name : MCB Bank Limited
- Account Number : 0006903010000302
- IBAN : PK62 MUCB 0006 9030 1000 0302
- Branch Name : GTB Branch Karachi (0069)
- Payment Advice to be sent at:
accountant@mappk.org | info@mappk.org

Terms & Conditions for Registration:

- Registration to be confirmed only on receipt of cheque in advance
- Cancellations or substitute nominees acceptable up to 48 hours prior to the event.
- Early bird discount can only be availed if payment is made before the day of event. Otherwise, invoice will be reissued at Standard Fee.
- Please complete the Registration Form attached here to along with a crossed cheque for the applicable fee, in favor of Management Association of Pakistan, to be sent to MAP's address given below:

ADMINISTRATIVE INFORMATION

Registration Fee*	Early Bird Fee (register by) 21 st Jan 2021	Regular Fee
MAP Institutional Member	Rs. 23,000/-	Rs. 27,000/-**
For two or more Institutional member nominations	Rs. 21,500/-	Rs. 24,500/-
MAP Individual Member	Rs. 16,500/-	Rs. 18,000/-
Student Member	Rs. 8,000/-	Rs. 9,000/-
Non-Member	Rs. 24,500/-	Rs. 28,500/-**

*Includes: MAP Certificate, Printed Course Material, Lunch & Tea.

** Note: 20% Discount is available on nominations for 5 or more participants