



Business Letters and Technical Reporting

Presented by:

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Course Objectives

Writing for Business more effectively and with greater confidence is within everyone's grasp. We can share all we know about ways to unblock your business writing, make an impact and write in ways that will engage and connect with your readership and to leave confident that your business writing when using business report, letters, proposal or email.

Whatever your ability there are practical tips and techniques to try. Whether it's a marketing campaign or an annual report, a crucial internal memo or a diplomatic letter, our Creative Business Writing Training can give your people enough tools of the trade to help them become articulate and confident business writers. Just a few simple creative writing techniques can make all the difference.

It takes a lot of skill to communicate the right information efficiently and accurately. This report writing course has been designed specifically for people who are required to write Business reports. This course gives you all the tools you need to improve your business report writing skills. It focuses on the key elements of writing and presenting business reports such as: Preparation, structure, writing and presenting.

Course Benefits

This course will take you step by step through the principles and process involved in producing an effective report. By the end of the course, you will know how to:

- Target your audience and analyze their needs
- Create a basic outline, organize the key points and support them with relevant facts
- Gather your data and select the relevant information for your audience
- Structure your writing to maintain your readers' attention
- Select words and phrases that will aid and not confuse the readers
- Edit your draft for maximum impact
- choose appropriate charts, graphs, and tables to present figures

- Write an effective conclusion
- Write an executive summary that highlights the report's main ideas
- Professionally present the report in a persuasive manner.

Who Should Attend

This training course is appropriate for managers, supervisors, office managers and anyone who wish to improve their writing competencies.

Training Methodology

A combination of class lectures, case studies, role play, games, live examples and group discussion. The latest educational methods and strategies are employed. The course is designed to maximize delegate participation. This gives participants the opportunity to discuss with other delegates and the presenter their specific problems and appropriate solutions. Tools: include ropes; tapes; matches; blind folds.... etc.

Course Content

Day 1

Understanding the Basics

- Clarify your purpose
- Scope your project

Take a "reader-centered" approach

- State your key message clearly
- Keep your message short and simple
- Consider your delivery strategy
- Anticipate readers' questions
- Create a traditional outline
- Use the brainstorm outline

The 25 Most Commonly Misspelled Words

- Free writing
- How will you start writing?
- Steps for planning your writing task

Organizing Your Material

- Order of importance
- Chronological
- Process and procedure
- Spatial arrangement
- Compare and contrast

- Specific-to-general or general-to-specific
- Analytical

Day 2

Writing the First Draft

- Begin where you feel most comfortable
- Write in "categories"
- Special considerations for a technical document

Structuring Paragraphs

- Create smooth transitions

Editing for Content

- Keep your message in focus
- Sequence your key message strategically
- Answer your readers' question: "Why?"
- Steps for editing for content
- Doing business on the Telephone

Editing for Style

- Steps for editing for style
- Format your draft for visual impact
- Match your tone to your audience
- Check for conciseness
- Use the active voice
- Edit for accuracy

Writing effective memos

- Writing Memos
- An Example Memo
- Today's date
- Sender
- Receiver
- Subject
- Summary
- Details
- Request for action

Day 3

Drafting E-mail

- Understand common problems
- Start with the subject line
- Cover one topic per e-mail and convey your purpose quickly
- Be concise and use attachments
- Remember your audience

E-Mail Dos and Don'ts

- Keep your formatting simple
- Review your company's e-mail policy
- Know when not to send an e-mail
- Using e-mail appropriately

10 Steps to Successful Business Writing

- Understand the demand for good writing
- Know where he is taking the reader
- Be explicit, clear, and concise
- Grab the reader's attention
- Write with rhythm to hold the reader
- Organize to help readers understand
- Choose a tone that produces good results
- Put his best grammar on the page
- Edit, rewrite, and refine
- Master the documents most often written

Day 4

Preparing the Report

- Defining the purpose
- Setting the Objectives
- Investigate the topic
- Analyzing your audience

Organizing the report into sections

- Title or title page, and Contents
- Executive Summary
- Introduction

- Discussions/Body/Investigation
- Summary & Conclusions

Day 5

Writing Reports

- Types of Reports
- Writing technical reports
- Order of writing
- Key points and Sign posts
- Revision & Summary

Layout

- Numbering Sections and figures
- Diagrams, graphs and tables
- Headings

Proof-reading

- Originality & Plagiarism
- Business English
- Punctuation
- Grammar

Presenting Reports

- The use of persuasive communication
- Using correct expression and convincing language
- The use of visuals other than PowerPoint
- Tips & techniques for informal presentations
- Practical session

Tips

- Tips for writing an e-mail message
- Tips for writing a business memo
- Tips for writing a business letter
- Tips for writing a proposal

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Introduction

I have more than 24 years full-time work experience in different Healthcare Management positions most of them at King Faisal Specialist Hospital in Riyadh in addition to Ministry of Health and Security Forces Hospital, Riyadh, KSA.

I have taught in some universities in and outside Saudi Arabia (part-time & external examiner) in addition to designing and conducting professional training courses and workshops in the field of soft skills and Leadership in the Gulf Region.

Education

- **PhD** in Business Management at Aston in Birmingham, UK.
- **Master** in Business Administration, Kennedy-Western, USA.
- **Bachelor** in Health Administration, Kennedy-Western, USA.
- **Diploma** in Computer Applications, Teachers College, KSA.
- **Diploma** in Hospital Administration, IP. Admin - Saudi Arabia.

Experience

- **CEO**, Rakah Knowledge Center, Riyadh, KSA.
- **Assist. Prof.** (Part-time) at *Arab Open University* – Riyadh, KSA.
- **Assist. Prof.** (Part-time & external examiner) at *Gulf University* - Bahrain.
- **Consultant, Health Informatics**, King Faisal Specialist Hospital, Riyadh, KSA.

Teaching

I have taught the following Subjects for MBA and EMBA level

• Human Resources	• Global Marketing
• Organizational Environment	• Strategic Management
• Work and Business Ethics	• International Business Administration

<ul style="list-style-type: none"> • Staff Development Management 	<ul style="list-style-type: none"> • Leadership & Organizational Behavior
<ul style="list-style-type: none"> • Marketing 	<ul style="list-style-type: none"> • Occupational Health & Safety

Development

- CERNER System Training from CERNER, Kansas City, USA, 2000
- Project Management from International Institute for Learning, NY, USA, 1998
- Management Information System from George Washington University Hospital, USA, 1995

Training

*I have designed and conducted many in-house training programs (here is a **sample**):*

- Leadership Effectiveness – Royal Commission, Yanbu, KSA
- Leadership and Team Building – SHARA Petrochemical, Jubail, KSA
- How to be HR Professional Manager - Al Faisal Academy - Riyadh - KSA
- Problem Solving and Decision-making - QAPCO - Qatar
- Stress Management - Malath Insurance Company - KSA
- Strategic Planning & Goal-setting - Manama Municipality - Bahrain
- Brainstorming & Creative Thinking - Malath Insurance Company – KSA
- Emotional Intelligence - TOTAL (Oil & Gas) - UAE
- Professional Supervisor - KJO - Al-Khafji (Oil & Gas) - KSA
- Interpersonal Communication Skills - KJO - Al-Khafji (Oil & Gas) – KSA
- Win-Win Negotiation - KJO - Al-Khafji (Oil & Gas) – KSA
- Excellence in Customer Services - Al Hammadi Hospital, Riyadh, KSA
- Corporate Ethics and Compliance - EuroMaTech - Dubai, UAE
- Introduction for Professionalism - ZADCO, UAE
- Emotional Intelligence - ZADCO, Abu Dhabi, UAE
- Certified Team Leader - TAKREER, Abu Dhabi, UAE
- Strategic & Managerial Effectiveness - ZADCO, UAE
- Latest Techniques for Interviewing – Royal Commission, Yanbu, KSA
- Different development programs for National Guard Hospitals, Riyadh, Ahsa & Madina, KSA

Certifications & Membership

- **Certified Trainer** from CPT Academy # 12020805 - King Saud University, KSA.
- **Certified Trainer** from ILM, UK.
- **Certified Trainer** from TVTC # 7767/30 - Saudi Arabia.
- **Certified Prof. in Health & Hospital Admin.**, American Institute of Health Quality, USA.

- **Member** of Saudi Management Association (SMA), KSA.
- **External Examiner** in some universities for post graduates.