



**Trainer:**  
**C.P. Chandrashekaran**

## **"EFFECTIVE BUSINESS WRITING AND COMMUNICATION SKILLS "**

### **Course Description:**

Communication skills are the most essential in today's world for achieving the organizational goals. A multi cultural organization and multinational operations require a high degree of oral and written communication skills. Employees at all levels need to build their capabilities in this domain.

Business writing, which is the most important part of communication, is more visible today as a tool for enhancing relationships within and outside the organization rather than as a mere mechanism of carrying out day to day tasks. Due to the pressure of work, it also happens to be the most neglected field. Opportunities are lost and wrong decisions are taken due to inadequate and misleading communication.

This course deals with these two interconnected topics as central to Executive growth and succession planning. A mastery of writing based on a complete understanding of the basics of communication is crucial to achieve success in any organization.

### **Course Objectives:**

The objectives are to encourage every participant to

#### **(OBJECTIVES UNDER EFFECTIVE BUSINESS WRITING)**

- a. Identify the elements important for a letter or a report
- b. Construct such artifacts without any external help
- c. Incorporate facts in the form of pictures and graphs
- d. Avoid common mistakes committed by writers both in letters and in e mails

### (OBJECTIVES UNDER COMMUNICATION SKILLS)

- e. Learn all aspects of communication (formal, non formal, barriers, etc)
- f. Understand the importance of a strategy while communicating to varied audience.
- f. Recognize the influence of social media and leverage them for the benefit of the organization
- h. Give enough care for feedback by active listening to the recipient.

Participants also will write letters on given situations and improve them by critiquing their work.

They will also be asked to make stand up presentations on a given topic to build their response for such requests.

### **Methodology:**

Hand outs would be provided and teaching would be interactive through power point slides presentation with examples.

This training course emphasizes on Theory and Practical activities – participants will be doing individual exercises as well as group exercises.

- Participants will be provided with individual and team exercises
- Course handouts and MS Power Point presentations
- Group discussions after presentations

### **Percentage of Course Delivery**

- a) 65 % class presentation
- b) 30% group and individual exercises/group exercises.
- c) 5% Examination

Training material, practical exercise will be provided to each participant in the form of printed manuals .

### **Course Assessment:**

- Post training assessment test; multiple choice questions.
- Individual assessment report will be handed over to the client.

### **Who should attend:**

Personnel from the warehouses of the company. (Supervisors and Managers).

## COURSE DETAILS:

### Day 1:

#### Effective Business writing

1. Introduction to business writing-Letters, Reports and Emails
2. The importance of letters and reports in Business in modern world
3. Situations which warrant written communication in business
4. Importance of Accuracy, Brevity and Courtesy in letters

**Exercise 1**- For a given situation, how appropriate focus should be given for accuracy, brevity, and courtesy.

(Group Exercise- 15 minutes Presentation 15 minutes)

4. Elements in a business letter
5. Organizing paragraphs to get the recipient's attention and initiate action

**Exercise 2** - Write a letter to a member of the Library asking him/her to return the books Situations a) The recipient is the CEO b) The recipient is a junior staff

(Individual Exercise-15 minutes work and 15 minutes presentation)

6. Different styles in letters writing
7. Tips in the construction of letter
8. Importance of using appropriate words to emphasize the main idea
9. The extent of formality and informality in letters
10. How to change from writing weak sentences to strong sentences

**Exercise 3** - Read the sample letters given and rewrite them to be effective.

## Day 2:

### **Effective business writing continued.....**

11. E Mail Etiquette
12. Common mistakes which people commit in letters
13. Punctuation- the finer points
14. Common rules for spelling
15. Planning a report- collecting the facts
16. How to present data without clutter- Use of graphs

**Exercise 4-** Express the facts with simple graphs like bar charts, Pareto and box plots

Examination for effective Business writing (on Day 3)

Total time = 1.25 days (closes around 1030 on the second day morning)

### **Day 2: Continued – Communication skills**

1. How communication has developed historically
2. A Communication model for understanding the process
3. Understanding the audience and planning for communication

**Group Exercise 1** - Affinity diagram. Take any topic and identify how it can be covered and how to arrange the ideas in broad topics

4. 5 Cs of communication to make communication crisp and effective
5. MECE –Mutually exclusive and collectively exhaustive – The criteria for flawless communication planning
6. Choosing appropriate words while communicating to larger audience
7. Use diplomacy-when you have to.
8. Common legal terms that we should know while communicating
9. Culture specific factors in communication

### Day 3:

#### Communication skills continued....

10. How to make effective presentations
11. Presenting according to the retention capacity of the audience.

**Group Exercise 2** - Make a 2 minute presentation on any topic of interest before the management

#### **12. Informal communication and the formal communication**

**Group Exercise 3** - Comparison between formal communication and informal communication

13. Active listening – a part of communication
14. Non verbal communication
15. Communication through Social media

(Some common topics may be shuffled, if needed, to maintain flow)

#### **Examination (1300-1500 including the valuation and feedback)**

**Part 1:** Effective Business writing- Write a report about the incident which happened in warehouse.

**Part 2:** Communication skills- Summarise the case given and speak for 2 minutes to the public audience.

#### **Text books based on which the curriculum is made**

1. Professional Communication by Aruna Koneru, Tata Mc Graw Hill
2. Handbook of Technical writing by Gerald Alred, 9<sup>th</sup> Edition

## **INSTRUCTOR'S PROFILE:**

**C P CHANDRASEKARAN** has extensive work experience in following areas.

Recently, 7 – 14<sup>th</sup> June 15, Mr. Chandrasekaran conducted Business Letter & Technical Reporting in-house training course for QAFCO, total two batches.

- His interest and experience in Process simplification earned him an association with vendor development of the most spoken about projects India's small car development – where he worked with consultants from Shingijustu consultants on 3 P process.
- As a consultant and a trainer, his assignments included variety of themes and subjects. He trained a group of Managers in Tata Steel for taking the leadership roles which included communication. He is a certified Mentor from City and Guilds UK and has mentored budding entrepreneurs with needed inputs in marketing their products and services.
- He has done a workshop on "Team building" and "Creative Thinking using six thinking hats" for managers to work more effectively in their respective roles.
- One of his challenging assignments has been to implement Occupational safety with various construction sites of a premier Tata company. The initiative called for radical changes in the way the safety is communicated. It was necessary to train not only Managers but everyone down the line to write and speak with the correct emphasis on occupational safety.
- He is an accomplished public speaker and was an invitee in many Quality conferences notable being the Kirloskar Brothers Limited and TCS Limited during their Quality month celebrations. He was a judge for the entries for Best Innovation contest for passenger cars in Tata Motors in 2008.
- **(1977-1983)**  
Worked in the design and planning department for steam generators for Nuclear Power plants as a **Senior Design Engineer** in **BHEL Tiruchirapalli**
- **(1986-1992)**  
Worked on design of process equipment for projects and  
Was involved in Quality circles as a facilitator and for training vendors on fabrication as a **Senior Executive (Equipment Design)** in **Alfa Laval India Ltd. Pune.**

- **(1992-1998)**  
**Counselor Tata Quality Management Division, CII.**
- **( 1998 – 2000)**  
Senior Consultant, **Tata Quality Management Services.**
- **Independent Consultant** from July 1, 2000 to till date in process improvement and Business Excellence

#### **Technical Qualifications:**

- Certified Quality Analyst (Quality Assurance Institute USA) November 1997
- Certified Tick It auditor Certificate No 7017/A/11
- ISO 14000 EMS auditor No DNV/EMS4/00199/INDIA
- QS 9000 auditor Certificate no 96/360 dtd 23<sup>rd</sup> Sep 1996
- Registered Auditor for TUV CERT No 00123 valid till Apr 19, 2006.
- Certified IT Service Management Consultant Certificate no 1159 of IT SMF UK
- ASQ Membership no 63836315.

#### **Academic Qualification :**

- BE (Mechanical) from Annamalai University, Tamilnadu (1974)
- ME (Mechanical) from Bombay University (1976)