



# Persuasive Business Communication

Overcome resistance and achieve better buy-in

29 - 30 September 2021

This is an **interactive Virtual Instructor-Led Training (VILT)**. Kindly ensure you have a working Webcam and Headset with Microphone.

- ✓ Strictly limited number of seats to ensure maximum learning and experience for all delegates
- ✓ Thorough and customised program to address current market concerns
- ✓ Provision of a digital certificate to participants at the end of the training

## KEY BENEFITS OF ATTENDING

- **CREATE** written materials that people will read
- **STRUCTURE** written communication for maximum effect
- **LEARN** how to write good business letters
- **DISCOVER** top tips for creating better emails
- **FIND** out how to produce excellent reports
- **GAIN** strategies on how to deal with and make the most of templates
- **ANALYSE** your audience and select ideas that are most meaningful to them
- **REVISE** a document to include specific examples to change any negative tone and to format it for emphasis and readability
- **PROJECT** confidence to achieve win-win results

## WORKSHOP OVERVIEW

Persuasive business communication skills are more important than ever in today's constantly changing workplaces. It is critical to have the ability to write clearly and concisely, and present arguments to move, motivate, or change your audience.

This interactive workshop will help delegates to:

- ✓ Understand the audience
- ✓ Address audience interest and objections
- ✓ Choose the right medium
- ✓ Take time to listen
- ✓ Build strong relationships

## TESTIMONIALS

*"Anel is a poised trainer, she knows her subject well and able to feedback straight to the point. Her teaching method is straightforward and easy to understand, she has helped me to sharpen my presentation skills highlighting some of my problem."*

**~ Sembcorp**

*"The training was very interesting and useful for the development of a better speaker for not just public but for presentation."*

**~ Business Development Executive, Dewan Filharmonik PETRONAS**

*"Her presentations are not boring bullet-form presentations, and you cannot wait to see what happens on the next slide. Anel is a vibrant, interesting speaker with a wealth of knowledge. I can highly recommend her for any speaking engagement."*

**~ Executive Assistant to the CEO, Exxaro**

*"Both content & presentation hit the bullseye - talk really captured what is happening, what is important, what matters most."*

**~ Management Assistant, Nokia Philippines**

*"I can proudly say that Anel is the best trainer and presenter I had never met before. She knows how to connect with everyone in the class. She has a very good knowledge of the course content and her communication is simple, clear and direct."*

**~ CPEA to Director General, Tanzania Civil Aviation Authority**

*"...Anel was very knowledgeable and was able to tailor the whole training to our individual need, even following up after and keenly monitoring our progress. The experience with Anel from start to finish was faultless."*

**~ Executive Assistant, Telkom Kenya Limited**

## WHO SHOULD ATTEND?

This workshop is designed for:

- Managers and Executives who need to present and meet clients
- Business Professionals who need to improve their report writing and business documentation
- Sales staff responsible for preparing proposals
- Technical people who needs to write report for non-technical readers
- And anyone else looking to improve their business communication skills

### IN-HOUSE TRAINING:

In-house training, specifically designed for your organisation, can be a cost-effective way to train a group of staff. All **WEventz** courses listed are available to be run virtually, whatever suits you, either as they stand or modified to suit your needs. If you have other areas that you would want covered in a training session, please contact us to discuss your needs and we will try to help.

# Programme

## DAY 1

### SESSION 1: COMMUNICATION IN THE MODERN WORLD

- How has technology changed the channels and speed of communication?
- What are the major trends?
- How will modern professionals need to adapt?

### SESSION 2: CORE CONCEPTS OF COMMUNICATION

- Communication Channels
- Coding and Decoding
- Noise
- How incorrect communication methods impact the quality of communication

### SESSION 3: CREATING FOCUSED WRITTEN COMMUNICATION

- How to structure written communication for maximum effect
- Understand how people process written communication
- Top tips for creating better emails

### SESSION 4: WRITING BUSINESS LETTERS

- Types of letters
- Formats of letters
- How to write good business letters

### SESSION 5: REPORT WRITING

- How to produce excellent reports
- How to manage contributors
- Standard reporting formats
- Information vs Data

## DAY 2

### SESSION 6: DEATH BY POWERPOINT

- Why do we sit through so many bad meetings and presentations?
- Why is PowerPoint so ineffective in some cases
- Is PowerPoint the only method for presentations?
- How to deal with and make the most of templates

### SESSION 7: UNDERSTANDING YOUR AUDIENCE

- How do we identify and speak/write for your audience?
- What does our audience need from us?
- Who are the influencers?

### SESSION 8: CREATING COMPELLING CONTENT

- How should you approach your content creation?
- Research and managing your info partners
- What human limitations should we be aware of?

### SESSION 9: USING THE POWER OF PERSUASION

- How to I project confidence?
- How to achieve win-win results?
- How to negotiate successfully?

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#### Programme Schedule (GMT+8)

12.45pm	: Registration & Logging In
1.00pm	: Session Begins
2.30pm	: Break
2.45pm	: Session Resumes
4.15pm	: Break
4.30pm	: Session Resumes
6.00pm	: Session Ends



**Anel Martin**  
Principal  
**Anel Martin Training Pty Ltd**

**Winner of:**  
PA of the Year Award

**Author of:**  
The Executive Secretary Guide to Building a  
Powerful Personal Brand

## ABOUT YOUR COURSE FACILITATOR:

Anel is a multi-award winning former personal assistant with 15 years' experience in the corporate world. Winner of the coveted PA of the Year Award in South Africa, she has been training assistants since 2009 as demand for her programs grew. She is well known for her fresh and dynamic approach and her ability to help employees understand the changing landscape of business and what will be required from them to stay relevant in the future. She held both CAP-OM and CMOP certifications and has a Business Management Diploma and studied Drama which makes her uniquely positioned to work with clients on body language, voice, confidence, and presentation skills. This also makes her fun to watch.

Anel has worked with groups as large as 2000 from 24 different countries and truly has a global view, she has participated in events in New Zealand, Ghana, Kenya, Zanzibar, Malaysia, Singapore, France, United Kingdom, and the United States. She has been exposed to delegates from all over the world, different accents, backgrounds, and industries.

She is a qualified Results Based Coach who specializes in working with clients on time management, confidence and goals setting with great success. As a coach she is passionate about helping her clients create better lives and careers.

Anel is currently rated as one of the best trainers for assistants in the world by Executive Secretary Magazine and has appeared at all the top events for her industry. She is a published author and her book is entitled The Executive Secretary Guide to Building A Powerful Personal Brand.

### **Partial list of companies that have benefited from Anel's expertise:**

- ✓ HSBC
- ✓ Petronas
- ✓ SAP North America
- ✓ Exxaro
- ✓ Dewan Filharmonik PETRONAS
- ✓ MTN
- ✓ Sanlam
- ✓ Société Générale
- ✓ Oppenheimer Group
- ✓ Kenanga Investment Bank
- ✓ Masdar, Abu Dhabi Future Energy Company
- ✓ Singapore Police Force
- ✓ Telkom South Africa
- ✓ Discovery
- ✓ Stanlib
- ✓ TUV Rheinland
- ✓ Sembcorp Utilities
- ✓ Khazanah Nasional Berhad
- ✓ Labuan Financial Services Authority

### PRE-COURSE QUESTIONNAIRE:

A questionnaire will be forwarded to you to establish your exact training needs and issues of concern to ensure that you gain maximum value from this course. Your completed questionnaire will be analysed by the course facilitator prior to the training and addressed during the training.