



## Testimonials:

"I'M ... SAID TO ME THAT HE HAD NEVER LEARNT SO MUCH ABOUT PURCHASING AS HE COULD DURING THESE TWO DAYS FOR SHARING PRACTICAL SKILLS TRAINING THAT'S A WONDERFUL ENCOURAGEMENT OF WHAT YOUR ORGANIZATION STANDS FOR."

"... MY PEOPLE ARE EXTREMELY HAPPY WITH THE PROFESSIONAL & EFFICIENT RECRUITMENT SERVICES PROVIDED BY YOUR RECRUITMENT TEAM."

"THE EARLY RESULTS OF THE COURSES RUN BY YOU ARE VERY PROMISING. THE TRAINING HELPS THE ATTENDEES GAIN RELAYED TO INFORMATION AND BRINGING THE SOLUTION IN A WAY THAT IS REMEMBERED AND USED IN THEIR DAILY WORK."

"I HAVE LEARNED A LOT IN THE TRAINING. I WISH TO THANK YOU FOR THE GREAT TIME NOW KNOW ALL PERSONS GOT TRAINING WOULD HAVE THE CHANCE OF ATTENDING SUCH KIND OF TRAINING WITH YOU AS A TRAINER. THE TRAINING FERRARI WOULD NOT BE VALUABLE AND EFFECTIVE IF SOMEBODY WILL FACILITATE. YOU ARE SIMPLY A "PERFECT TRAINER"

"THANK YOU FOR YOUR KIND E-MAIL. ALL MY COLLEAGUES WERE IMPRESSED BY THE TRAINING COURSE AND THEY LOOK FOR MORE."

"THANKS A LOT FOR YOUR FOLLOW UP & KNOWLEDGE I GAIN FROM YOU. REALLY YOUR COURSE EFFECTED ME A LOT."

"IT WAS REALLY A NICE SESSION. I WAS THERE THROUGHTOUT OF YOUR PRESENTATION AND FOUND THIS VERY INFORMATIVE AND PRACTICAL. I WILL TRY TO IMPLEMENT THE STRATEGIES SUGGESTED AND APPLY THE TECHNIQUES SHARED BY THE PRESENTATION."

## Training Uniqueness:

- Focus on practical application of theory with real life examples from global companies
- Examples from various industries – FMCG, Oil & Gas, Pharmaceutical, Services, Food Services, Retail, etc.
- Experience sharing from different parts of the world
- Practical handouts/worksheets for immediate application and use
- Case Studies during the trainings
- Post training assessment

## Shahzad Training & Consulting International (STCI)

Lahore, Pakistan  
Learning@shahzadtc.com  
www.shahzadtc.com

## Training Investment:

- Please email at learning@shahzadtc.com

## Payment:

- 100% Advance Payment
- Cancellation charge 50% one week before training; 100% afterwards
- Payment by telegraphic transfer to STCI company account

Dates: TBA

Venue: TBA

Please email your nomination to:

[learning@shahzadtc.com](mailto:learning@shahzadtc.com)

**Language:** English

**Training Course Level:** Basic – Intermediate – Advanced

**Methods of Delivery:** Instructor Lead Classroom OR Virtual Session of 2 Days Duration; Delivered as a public session OR in-house

**Target Audience:** All managers and staff

It is essential to have effective communication to deliver business results. This includes verbal communication in the form of informal discussion or a formal meeting or a presentation, as well as written communication be it a simple email or a long report.

## Training Course Introduction:

*Communicating Effectively* is an extremely practical training which will help you learn techniques for verbal and written communication, practice them and put them to use in real life situations immediately when required.

## Training Objectives:

### Writing Skills

- To provide you with the writing process.
- To provide you with the pre-work needed for effective writing i.e. outlining objectives and writing for your audience.
- To give you guidelines for choosing the correct vocabulary, writing sentences and paragraphs.

### Presentation Skills

- To help you prepare and deliver more effective presentations.
- To show you how to select the most appropriate visual aids.
- To teach you how to build a well-structured presentation.
- To develop your skills in building rapport with your audience.

### Effective Meeting Skills

- To teach you to use meetings effectively,
- To help you learn how to prepare for a meeting,
- To show you the accurate way to attend a meeting, and
- To qualify you to be able to chair a meeting.

## Training Contents:

### Writing Skills

- Guideline Tables for Choosing Words, Writing Sentences, and Formulating Paragraphs
- Real life formats and examples
- Group activities for preparing formats and presentations

### Presentation Skills

- Guideline table for preparing effective presentations
- Guideline table for delivering effective presentations

### Effective Meeting Skills

- Formats for researching attendees
- Formats for meeting agenda and minutes
- Process to follow up meeting minutes till completion



### Writing for Your Audience

Your reader is the most important consideration when composing your document, because if the reader does not understand or take action in the way you have intended, the document will have failed to meet your objectives.

#### What You Should Ask About Your Reader

- What do they already know or do?
- What do they need to know or do?
- What is their current or anticipated attitude towards the topic?



### Preparation

It is a fact that the more prepared and practised you are, the better the chance of success! Here are some points that you should consider in preparation for your presentation.

- What is the objective of the presentation? What are you trying to achieve?
- What do you know about your audience? How much can you find out?
- Where will you deliver this presentation? How much do you know about the venue's size, seating arrangements, etc?

Minutes of Meeting			
Meeting Title:			
Date:			
Time:			
Attendees:			
Action Steps (SMARTE)			
1.	What?	When?	Status
2.			
3.			

## Training Methodology:

This training includes presentations, demonstrations, and exercises.

## Coach:

This training is conducted by **Ahsan S. Razaq**. Ahsan possess 28 years of experience in Supply Chain Management from Fortune 500 companies such as P&G, Henkel, Olayan, Savola, Basamh to name a few. Ahsan has worked in Saudi Arabia, Pakistan, Turkey and several other countries. He has worked in several industries such as FMCG, Oil & Gas, etc. His profile can be viewed [here](#).