

2 - day
course

Writing Dynamics

A WRITING COURSE TO ENHANCE YOUR PROFESSIONAL STATUS!



For PAs, Executive PAs, Office Admins,
Project Assistants, Office Managers

Lazuli Training

Ask yourself...

Would you like to improve the way you communicate in writing?

Would you like to raise your professional status in the eyes of management, colleagues, stakeholders and clients?

Would you like to beat deadlines and stop those unproductive re-writes?

Do you know how to put your personality on paper, while supporting the company's brand values?

And if English is not your home language, would you like to overcome wearisome mental translations while you battle with writer's block?

Why *Writing Dynamics* is for you

This course will release your creative ideas and develop skills and techniques for well-structured written communications. It will also help you to embrace clear and creative thinking for effective communication - especially for today's e-readers!

Lazuli's training approach

The learning process is dynamic, yet practical. Principles are interactively shared, then followed with hands-on practice sessions to implement the new learning.

Techniques are also introduced to help you integrate the power of your natural thinking

processes with modern writing techniques and technology. The thinking process will also help you to make effective presentations!

You will learn to wrap your writing around your valuable ideas with speed and clarity - critical for our dynamic business environment, where readers have little time to read.

Please note: During instruction VisiMap Professional 4.2 will be used. VisiMap Professional 4.2 can be considered a must for every Executive PA.

Important course outcomes for PAs

- APPLY creative concept-mapping as a productive approach for idea generation.
- STRUCTURE writing for the busy reader's personal style and practical needs.
- APPLY six reader-friendly principles for clear writing.
- AVOID stereotyped writing.
- INJECT energy into ideas with a positive, customer-focused writing style.
- APPLY effective structures for reports, proposals, routine correspondence, and e-mails.
- USE effective graphics, presentation formats, and illustrations.
- APPLY international Best Practices for modern writing.
- PUNCTUATE effectively.
- OVERCOME typical pitfalls of the English language.
- USE techniques for effective presentations and general positive communication.
- PACKAGE the final product with the finishing touches of the professionals.

Lazuli Training's Course leader

Tertia Borgelt

Tertia is considered the doyenne of secretarial training. She has been researching, developing, and presenting her own training programmes since 1981. What makes her training stand out is the concept of growing the whole person and not just the role.

Tertia has kept abreast of the changing business environment. She constantly develops and adapts material that is relevant to the dynamics of the business and its people. Where required, she customises and adapts her training material to promote the client's brand, values, and strategies.

| Duration of course | Language medium | Certificate |
|---|-----------------|--|
| Two days | English | Certificate of Attendance is issued upon completion of the full two days |
| To book for this course Please email training@lazulicommunications.co.za This course is also available for in-house training | | |
| Course Cost | | |
| R 5150 per person Fully inclusive of material, refreshments and a light lunch | | |
| Attendance of course delivered by Lazuli Training Lazuli Training is a division of Lazuli Communications Pty Ltd | | |

More info on






Lazuli Training 011 616 7412



training@lazulicommunications.co.za

Book your place here NOW!!

Say hello to:

-  Feeling confident when writing and say goodbye to procrastination.
-  Productive thought-organising techniques.
-  Developing a new communication brand for yourself!

Writing Dynamics

is registered with,
and endorsed by

PAFSA

Special note!

Upon completion of the course delegates have 2 optional offerings:

1. Visimap Professional 4.2 available for purchase.

Note: This programme is used during instruction and delegates who wish to purchase a licence can do so through Lazuli Training at a special price:

* Non-expiring single-user licence at a cost of R 1 539.00.

VisiMap Professional is a powerful computer program that supports your thinking process whether thinking alone or thinking in a group. It helps you move from the creative idea-generating process through to final production in one smooth operation, even if thinking has to be saved on a website! Some examples of what VisiMap Professional is used for:

- Report writing
- Agenda generation
- Minutes
- Planning
- Contact lists
- Project Management
- Checklists
- Presentations

2. A PAFSA Certification of Competency exam.

This is Summative Assessment from PAFSA in the form of a 1 and 1/2 hour exam. Delegates who wish to sit for this exam and achieve a mark of 60 percent or higher, qualify for a PAFSA Certificate of Competence. The exam cost is R550.00 and payable to PAFSA.

PAFSA's Academic director

Ana-Maria Valente

Qualified teacher and methodologist; BA Hons (cum laude) Wits; H DipEd Wits



PAFSA 011 616 7401



anamaria@pafsa.co.za

Website: www.pafsa.co.za and facebook PAFSA

PAFSA

Professional Association
for Secretaries and
Administrative Assistants