



Getting the *Write* **START**

Enhancing Writing Skills of Professionals



Learning Impact NG

Effective Business Writing Skills

Writing skills are important in ensuring that your ideas, plans and proposals can be captured in an engaging and effective manner to influence your colleagues and superiors; capture important information; aid decision making and drive necessary actions within your organization. Many professionals and managers struggle with communicating effectively in writing and this causes significant man-hour losses due to continuous writing, re-writing, correcting and editing. Our writing skills workshop from Learning Impact NG will help to address these gaps by focusing on the following:

Overview of Writing Skills

In this opening module, we will explore some of the root-causes of writing challenges that professionals have, actions to overcome these challenges and a number of foundational principles in communication and writing that will help improve your writing skills.

Tools for Analytical Writing

To ensure that you design your written communication properly, we will practice the use of writing prompts and mind-mapping - two powerful tools that most successful communicators and writers use to organize and plan their thinking and writing.

Mind Your Language

The third module focuses on improving your use of the English language by practicing the basic rules of punctuation; sentence construction; basic grammar rules and some of the commonly mis-used English words and phrases.

Enhancing Your Writing

We will learn about how to enhance your writing by paying more attention to writing with purpose; writing clearly; writing to engage; and writing with the appropriate tone. The skills you will learn will enhance the overall quality of your communication.

Writing Practice

All through the program we will practice various writing activities including modern approaches to memos, letters, emails and reports. Participants will work on these tasks and receive direction and feedback from the facilitator.

Delivery will involve the use of a number of experiential activities including self-assessments, case studies, reflective practice, games, and role plays, amongst others. Each participant will deliver a presentation at the beginning and end and receive feedback from the facilitator.



About Learning Impact NG

Our Company

Learning Impact NG is a leading provider of organizational learning, strategy consulting and financial literacy solutions in Nigeria. The company was incorporated on the 25th of June 2010 and was founded by Omagbitse Barrow, a youthful and dynamic Investment Banker, turned Human Resources and Learning professional who had spent a decade working at Investment Banking & Trust Company (IBTC) and later Stanbic IBTC Pension Managers and Stanbic IBTC Bank.

We have worked with some of the largest institutions across a variety of industries in Nigeria's private, public and non-profit sectors. In addition to traditional classroom training, we are at the forefront of the use of learning technology in Nigeria with our innovative Animated Educational Videos that we have deployed for several institutions; our 100% home-made Learning Management System with robust indigenous courseware; and our unique EPaper Vendor service and other Knowledge Management Services that we offer.



Our Methodology

Based on our proprietary Learning Impact Model, our team of designers and facilitators at Learning Impact NG are focused on ensuring that the impact

of all our solutions is sustained beyond the "event" or "intervention". We pay attention to the following in all our intervention design and delivery:

- 1) Adult Learning Principles;
- 2) Human Performance Improvement;
- 3) The Learning Impact Model;
- 4) Programmatic Evaluation;
- 4) Experiential Design & Delivery;
- 5) Scalability and Impact.

We use case studies, role plays, reflective thinking, scenarios, in-baskets, individual and group activities, games and a host of other experiential learning and discovery-based tools to design and deliver our trainings.



Our People

We have a strong internal academy led by Omagbitse Barrow, a prize-winning Chartered Accountant and critically acclaimed workplace learning professional and supported by Regina Makyur, a first-class graduate of Economics and a Doctoral candidate in Economics, and Anthony Oni, an experienced learning designer. We also tap into the expertise of a wide and very experienced external faculty for our programs, and our Faculty model is driven by a commitment on on-going learning and research, micro-learning and a strong commitment to publications and innovation.



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