



Business Analytics and Writing



The course is a hands-on, intensive course that will teach delegates how to convert data into information and communicate information in a clear concise manner to colleagues and senior management.

Program Objectives:

- Demonstrate effective, analytical English writing skills.
- Ability to analyze and interpret numerical tables, charts and graphics, and communicate the analysis completely and concisely.
- Use of bullet points to communicate important facts and ideas.
- Ability to distinguish between what is important and not important to the senior-manager reader.
- Ability to critique writing and provide feedback to areas providing input to Monthly Credit Letters and Product Approval Programs



Who should attend?

Managers who:

- Provide input for monthly credit, operations and other business reports;
- Compose written analysis and commentary for monthly reports
- Critique and improve input for monthly reports from key functional areas.



Course Delivery:

- Core techniques: Lecture, group exercises and case studies
- Additional options: Computer-based exercises, pre-course reading, Daily & final exams
- Duration: 1 to 3 days, depending on delivery options chosen.

Course Delivery Options:

- Client can include special topics presented by its staff or incorporated into material
- Use of daily and final exams to test knowledge and identify areas for special focus
- Pre-course assignments to cover basics information outside of the classroom.
- On-site consulting by the instructor immediately after the course or as a follow-up