

Career Enhancement for Technical Managers

Train Your Team & Save

Call us now to discuss details

SEPARATELY BOOKABLE SEMINARS

Effective Business Report Writing for Technical Professionals

15 & 16 OCTOBER 2009 – AUCKLAND
25 & 26 NOVEMBER 2009 – WELLINGTON

Managing Technical Professionals

5 & 6 NOVEMBER 2009 – WELLINGTON
23 & 24 NOVEMBER 2009 – AUCKLAND



FACILITATED BY

- Structure and produce clear and concise reports
- Establish credibility and communicate ideas through effective report writing skills
- Present technical information in a readable and attractive format
- Persuade report readers to implement recommendations

Gavin Houston



- Identify and understand what drives or motivates technical professionals
- Learn to bridge and articulate project goals and challenges to committees and boards
- Align the technical professional's goals with business goals and set performance expectations
- Achieve a win-win situation and deal more effectively with workplace conflict

Bill Butler



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Effective Business Report Writing for Technical Professionals

15 & 16 OCTOBER 2009 – MERCURE HOTEL , AUCKLAND • 25 & 26 NOVEMBER 2009 – MUSEUM HOTEL , WELLINGTON



COURSE OUTLINE

DAY ONE

Overview

- Fundamentals of effective business report writing
- Factors that affect readability
- Presenting technical information to non-technical people

Using the Right Language for Maximum Impact

- Choosing words and style appropriate for the reader and context
- Writing concise sentences to increase readability
- Avoiding redundant and commonly confused words
- Avoiding jargon unless readers are familiar with it
- Using active instead of passive voice
- Using correct punctuation and grammar

Practical Exercises

- Critique of participants real examples of writing – to identify areas for improving their use of written language
- Exercises to practise achieving high levels of readability

Planning the Report

- Identifying the objectives and information needs of readers
 - Senior executives
 - Line supervisors
- Identifying your technical strengths
- Determining critical content for the report

Drafting the Report

- Planning the overall structure of the report
- Determining the components of the report
 - Introduction
 - Body
 - Conclusion
 - Recommendations
- Preparing a table of contents
- When and how to use graphics – pictures, diagrams, flow charts, tables, graphs, etc.
- Testing and revising the report framework

Organising Relevant Information for the Report

- Writing effective executive summaries
- Consolidating highly factual/technical sections into appendices for easy reference
- Providing useful headings to guide the readers and capture their attention
- Distinguishing between important facts and the details that support them
- Providing effective explanations of figures and tables, etc
- Using sections, sub-sections, and bullet points as appropriate instead of continuous text, with numbering for ease of navigation

DAY TWO

Recommendations and Solutions

- Separating conclusions from recommendations
- Making recommendations persuasive
- Presenting analysis of evidence
- Applying decision-making criteria
- Proving conclusively that the recommendations support the project/organisation's mission and goals

Reader-Friendly, Professional and Appealing Layout and Design

- Format
- Page size and orientation
- Margins and spacing

Proofreading For Outstanding Business Reports

- Spelling and grammar checks – benefits and limitations
- Checking for consistency
- Spotting commonly made errors in report writing
- Advantages of proof-reading on paper
- General principles for marking errors

Report Writing Exercise

- A team exercise in preparing and writing a report, using all the learning points from the course

Personal Action Plans

- Preparation of personal action plans for improving report professionalism and effectiveness



ABOUT THIS COURSE

Business reports are often intended for a variety of different audiences who may have a general understanding of technical topics but not the specifics. Business reports that are weak and poor in structure, presentation and grammar can be time-consuming to read or perhaps even confusing to the intended audience.

An effective business report captures and provides the right level of information on findings or projects accurately and logically. **Effective Business Report Writing for Technical Professionals** is designed to help technical professionals improve report writing skills, sharpen up and deliver reports that are concise, logical and persuasive. The more effective reports are, the greater the chances for a successful outcome.



INSTRUCTOR PROFILE



Gavin Houston has been a trainer, coach and consultant to a wide range of New Zealand businesses for 15 years. He is currently the principal of GH Business Training, and co-owner of the International Travel College of New Zealand.

As a Fellow of the UK's Institute of Personnel and Development, and with experience as a manager and business owner, Gavin brings a wealth of expertise to his training programs. These cover business communication, including presentation skills, report and proposal writing; sales, customer service, and negotiation; trainer skills and coaching; and all aspects of management and leaders.

Gavin's style of training is well focussed on learners and learning. His training is highly interactive, stimulating and focussed towards practical application and results back at work.



OTHER RECOMMENDED COURSES:

Multiple Priorities & Time Management - October 2009

Business Grammar - November & December 2009

Clear Business Writing - November & December 2009

Managing Technical Professionals

5 & 6 NOVEMBER 2009 – DUXTON HOTEL, WELLINGTON • 23 & 24 NOVEMBER 2009 – MERCURE HOTEL, AUCKLAND



COURSE OUTLINE

The Skilled Manager

- The principles of management: expectations of you as a manager
- Your core values about people, value and power
- Profiling your strengths and capabilities as a manager of technical staff

Your Role as a Leader

- Distinguishing between management and leadership
- Influencing and persuading staff to achieve your goals

Getting Things Done Through Delegation

- "Letting go" of things others can do
- The delegation checklist: making delegation safer for you and for them
- The relationship between delegation and empowerment

Making Decisions and Stimulating Solutions

- Fitting your decision-making approach to the situation
- Using tools that can help clarify issues, actions and outcomes
- Building a "solutions" culture: empowering staff and stimulating ideas

The Communication Challenge

- Seeking to understand and be understood
- Recognising things that typically go wrong in communication
- Assessing your ability to listen and question effectively

Managing Performance in Technical Teams

- The essential components that create high performance
- Setting and communicating performance expectations
- Delivering feedback that helps people to lift their game

What Gets Rewarded Gets Done: Understanding Motivation

- Recognising and valuing efforts and contributions of individuals and teams
- Developing recognition systems that fit in your technical team
- Recognising behaviours: understanding what makes people tick

From Conflict to Cooperation

- Confronting potential conflict situations
- Handling disagreement and personal agendas
- Problem-solving and getting to win/win
- Requesting a change in behaviour
- Dealing with conflict within the team

Retaining Team Vitality

- The characteristics of a high performing team
- Understanding the roles people play in teams
- Creating a team culture that keeps your team focused and vital

Managing Virtual and Remote Teams

- Managing the potential challenges of remote teams
- Building team identity and maximising team functioning

Coaching and Mentoring

- Coaching or mentoring: using each process to get the most from your team
- Exploring structures for coaching and mentoring sessions

Your Development Plan

- Formulating a plan for your own ongoing development



ABOUT THIS COURSE

Everybody is different. But some may be more different than you think. Due to the nature of their jobs, technical professionals are typically and understandably meticulous individuals who are accustomed to working with tangible, hard facts and concrete representations of ideas. Their autonomous nature can sometimes make them less engaging and appear to be 'out of touch' with the rest.

As a leader of a technical team, your challenge is to look at the role of leadership in harnessing this expertise and eagerness to create a directed, high-performing group of specialists. The course offers techniques for setting and communicating performance expectations, leveraging motivation drivers and delegating tasks while optimising individual contribution to the team. It also looks at strategies for dealing with conflict within the team, for keeping the group energised and directed, and for mitigating the difficulties of virtual and remote teams.



INSTRUCTOR PROFILE



Bill Butler has a wealth of training experience gained in a variety of organisations and cultures following his entry into the personnel development field. Prior to this he was General Manager of the New Zealand Institute of Chartered Accountants, a major professional body with over 30,000 members.

Bill adopts a consultative and interactive approach to all his training, drawing on the work environment, examples and experience of all participants. He has a strong background in management and with his qualifications in Accounting, Business Management and Psychology, he is able to present to a diverse range of programmes to senior management and support staff alike.



IN-COMPANY TRAINING SOLUTIONS

If your team would benefit from training, then contact us to discuss a customised in-house solution.

Some of the benefits of our in-house events include:

- Cost effective: save up to 40% on costs over public training
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- Tailored to your needs: you can provide input into the content in accordance with your unique training needs
- Interactivity: you can participate in discussion of day-to-day experiences and organisational problems in confidence
- Packed with valuable advice from our highly trained instructors

To find out more, please call
(09) 912 3610 or email
mike@brightstar.co.nz



Priority Booking Code	Customer Number
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Career Enhancement for Technical Managers

Effective Business Report Writing for Technical Professionals

Managing Technical Professionals

Brochure Code: A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

First Delegate

First Name (Mr/Ms/Mrs/Miss/Dr) _____
 Last Name _____
 Position _____ Email _____
 Effective Business Report Writing for Technical Professionals Please indicate city
 Managing Technical Professionals Auckland Wellington

Second Delegate

First Name (Mr/Ms/Mrs/Miss/Dr) _____
 Last Name _____
 Position _____ Email _____
 Effective Business Report Writing for Technical Professionals Please indicate city
 Managing Technical Professionals Auckland Wellington

Third Delegate

First Name (Mr/Ms/Mrs/Miss/Dr) _____
 Last Name _____
 Position _____ Email _____
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 Managing Technical Professionals Auckland Wellington

Company Details

Company Name _____
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BY EMAIL: Send to register@brightstar.co.nz including all of the information included on the registration form

BY POST: Return completed registration form together with payment to:
 Bright*Star, PO Box 31 242, Freepost 2690, Auckland 0741

BY FAX: Fax completed registration form to
 (09) 309 7986

HOW TO PAY

Payment must be received before the course to guarantee your place. Individual registrations are unable to be shared.

- Direct Credit payment to our bank account**
 (please post advice of remittance)
Bank: The National Bank, North Shore Corporate
Account Name: BrightStar
Account Number: 06-0273-0265290-25

- Post a crossed cheque payable to Brightstar Conferences & Training Ltd**

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You can also pay by credit card. Call us on (09) 379 5892 if you wish to pay by this method, or register online at www.brightstar.co.nz

What happens if I have to cancel?
 You have several options:
 • Send a substitute delegate in your place
 • Confirm your cancellation in writing (letter, fax or email) at least ten working days prior to the event and receive a refund less a \$300+GST service charge per registrant. Regrettably, no refunds can be made for cancellations received after this date.

Delegates are responsible for their own travel/accommodation bookings and no compensation will be made should the conference be rescheduled or cancelled.

Incorrect Mailing
 If you are receiving multiple mailings or would like us to change any details or remove your name from our database, please contact our Database Department on (09) 379 5892 quoting your customer number.

Your Privacy
 Personal data is gathered in accordance with the Privacy Act. Your details may be passed to other companies who wish to communicate with you offers related to your business activities. If you do not wish to receive these offers, please tick the following circle.

Course Information

	EARLY-BIRD SPECIAL Registrations received/paid before below dates	SAVE \$100	STANDARD PRICE Registrations received/paid after below dates
Effective Business Report Writing for Technical Professionals (TC069)	\$1895 plus GST (27 August 2009)		\$1995 plus GST (27 August 2009)
Managing Technical Professionals (TC079)	\$1895 plus GST (17 September 2009)		\$1995 plus GST (17 September 2009)
Any 2 Seminars	\$3390 plus GST* (*earliest applicable early/bird date applies)		\$3590 plus GST*

TEAM DISCOUNTS

Train the team & save

Book 2 seminars and save \$400

This combination entitles you to either go on each course or you can go on one and your colleague(s) can attend the other(s). Delegates must be from the same organisation and bookings made at the same time.

For Groups of 4 or more please phone Mike on 09 912 3610 or email mike@conferenz to discuss group discounts or in house training options