



Self Confidence through Effective Written Communication©

“What we need to become are communicators who know their material, have the ability and the confidence to write down their ideas, communicate their ideas and have their ideas accepted.”

A program aimed at improving written communication both at an individual and organisational level.





Speech♦Easy programs are aimed at improving communication both at an individual and organisational level. The programs can be tailored to individual and group needs and the amount of time available. The shorter the time the less interactive they are. Start and finish times are flexible to your needs.



Self Confidence through Effective Written Communication ©

The Self Confidence through Effective Written Communication course is a one of the most comprehensive courses available in the market today.

The course aims to provide participants with the confidence, skills and practical experience to be able to write their thoughts, business plans and ideas in a logical and succinct manner and become more effective and productive communicators.

Content: The course contains the following modules:

The use and benefits of effective written communication.

Identifying problems with writing.

Back to the basics; verbs and nouns, colons and commas, modifiers, tautology, ambiguity and vocabulary, style, tone level.

The four stages of drafting effective written communication; pre-planning, project managing, drafting the

correspondence and post correspondence management.

The roles of the key players in correspondence.

The types of business correspondence. How to layout and draft a; memorandum, letter, written brief, meeting agenda, minutes of a meeting, directive/instruction and invitation.

Dealing with Technology.

Who should attend: All persons in an organisation who play an active role in drafting written correspondence.

Duration: Eight hours in total. The course is delivered as a full day seminar.

Participants: Groups of up to 12 people.

Location: All courses are conducted at the client's location. This helps to reduce disruption through time lost in travel and will allow the participants easy access to the workplace if the need arises.

Students receive a 250 page handbook, a CD containing templates of; Correspondence Checklist, Memorandum, Brief, Directive/Instructions, a meeting Agenda, Minutes of the meeting and Invitations.

Cost: \$440 per person (GST Inclusive).

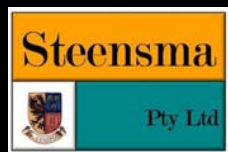
Please note: in order to keep down the costs we don't supply fancy lunches. Please bring your own. Catering can be provided on request at your expense.



We do supply morning teas.

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About us



Steensma Pty Ltd is a specialty firm, located in Perth, Western Australia, whose primary focus is corporate and business support, which includes; alternative dispute resolution, management consulting & contracting and training solutions.



Speech♦Easy is a training company that offers training programs that are aimed at improving communication both at an individual and organisational level.

In Jan 2004, Speech♦Easy partnered with Steensma Pty Ltd to co develop the "Self Confidence through Effective...." modules.



Other Courses we offer:

Self Confidence through Effective Public Speaking ©

Self Confidence through Effective Meeting Management ©

Self Confidence through Effective Media Communications ©



Auke (JJ) Steensma

BBus (Log Mgt), MPM, MMR
MIAMA, MAICD
Managing Director Steensma Pty Ltd

Auke (JJ) Steensma is a highly sought after and practised business leader and senior manager with considerable commercial experience within the private, corporate and government sectors.

His specialisations include; alternative dispute resolution, management consulting & contracting and training solutions, particularly in Business Communications.



Auke (JJ) Steensma
Senior Communications Consultant & Presenter



Ruurd Speelman

Managing Director - Speech♦Easy
Senior Communication Consultant & MC

Ruurd Speelman has 35 years experience with Rostrum – a public speaking organisation – including the last 22 years as an Accredited Critic and a member of the Training Council Executive.

His specialisations include oral communications skills for businesses and meeting management.



Ruurd Speelman. Communications Consultant & MC
Presenter



John McPherson

Journalist, PR Rep & Senior
Communications Consultant

John McPherson has over 40 years experience Journalism & Public Relations.

He completed his Cadetship as a Journalist with The Age newspaper in Melbourne.

After leaving the Age and became the PR officer with the Victorian Railways, State Electricity Commission of Victoria and later the PR Manager for the Trotting Control Board of Victoria.

In 1984, John became the Media Liaison Officer for the Australian Olympic Team to Los Angeles. In the late 1980s, he became the Director of Publicity for the Australian Institute of Bankers.

In 1998, he was appointed as the Ministerial Press Secretary to the NT Minister for Arts and Museums; Education; and Communications and Advanced Technology.

John's work has taken him to Nui Dat, South Vietnam; Dili, East Timor and Baghdad, Iraq.

His specialisations include written & oral communications skills for businesses, Media Management and training.



John McPherson
Communications Consultant & Presenter

Interested?

If you would like to know more, please visit our website: www.steensma.com.au

or contact us



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At Steensma Pty Ltd we are passionately involved in looking towards a better future and take a more active role in protecting the environment to make it a safer and more liveable place for our children's tomorrow. As a result of our green policy, we do not send out paper brochures to interested parties. All our brochures can be found in PDF format on our website or can be electronically sent to you, upon your request. Thanks.