



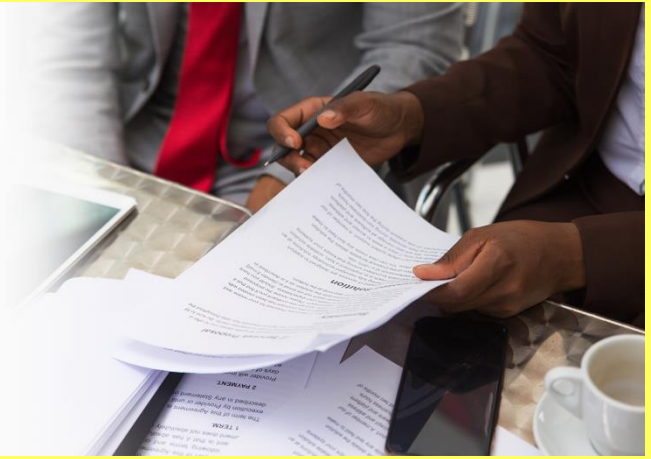
Learning Impact NG

SCHOOL OF BUSINESS COMMUNICATION





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Effective communication ensures that your ideas, solutions and plans can be transmitted effectively to your customers, employees and other stakeholders. Great organizations are built by great communicators!

Learning Impact NG's School of Business Communication provides a number of learning interventions and programs that will help build a culture of effective communication in your people and teams as follows:

S/No	Brand	Workshop Name	Description
1.	Get the Write Start	Business Writing Skills	This workshop will equip participants with the skills for effective business writing - including writing with purpose, tone and clarity and preparing letters, memos and reports.
2.	Present Like a Star	Designing and Delivering Presentations	Participants will learn the skills for the design and delivery of highly-impactful presentations using a variety of tools and frameworks.
3.	Meeting ROI	Managing Meetings	This workshop will equip participants with various tools and resources to make their meetings more productive and ensure that meetings create the right ROI for their organizations.



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.



Managing Meetings

Meetings have become a dominant part of the work culture today with Executives and Managers spending significant parts of their entire work days in one meeting or the other, hence the expression “Management by Meetings”. However, most meetings end-up being quite un-productive because managers and executives have not learned and applied the disciplines for managing meetings effectively and efficiently. Our workshop on Managing Meeting will help increase the return on Investment (ROI) of every meeting in your organization.

Meeting Challenges and Mistakes

In this opening module, we will explore the common mistakes and challenges that we all experience with the management of business meetings and identify some of the root-causes of these challenges that will form the basis for the rest of the program

Planning Your Meetings

This module on Planning Your Meetings will expose participants to all the tools and activities they need to use and put in place to be able to plan and prepare properly for meetings and ensure that the meetings create a positive ROI.

Managing Meeting Proceedings

The proceedings of meetings need to be managed properly with the right combination of communication skills, stakeholder engagement, discipline, diplomacy and organizational savvy. Participants will learn to apply various tools that reflect these skills in this module.

Minutes and Records of Meetings

Keeping proper records of the proceedings of meetings is important and, in this module, we will explore modern approaches to writing meeting minutes and ensuring that the deliberations and conclusions reached at meetings are captured and communicated effectively.

Meeting Follow-Ups and Actions

In the final module, participants will apply a number of tools to ensure that the resolutions reached and action points from meetings are implemented. You cannot get any ROI from meetings if the actions are resolutions are not implemented and tracked properly.

Delivery will involve the use of a number of experiential activities including self-assessments, case studies, reflective practice and role plays, amongst others. Program can be further customized to meet the organization’s specific needs

Designing and Delivering Presentations

Your ability to influence your clients, prospects, colleagues and other stakeholders will significantly improve if you are able to design and deliver highly impactful presentations that inform, educate, inspire and persuade others. No one was born a master presenter, but many have learned to apply certain skills and disciplines to presenting like a star, all the time. Speaking confidently and articulately in public is a game-changer for any career or business and investing in training in this area will be one of the best decisions you can make for yourself and your team.

Overview of Presentation Skills

In this opening module, you will explore a number of fundamental principles of effective communication and presentations like the primacy and recency effect, the principles of influence and Albert Merhabian's 3Vs of Communication amongst others to help set the foundation for the rest of the program.

Designing Effective Presentations

To design your presentation, you will learn how to use tools like the 5Whs and a H, Mind-Maps and the very powerful QSETA formula. You will also learn how to analyze and interpret other communication/messages as well as how to create an impromptu/elevator speech.

Developing Your Presentation

The third module focuses on developing your presentation further using the basic presentation layout that incorporates the QSETA formula and other ideas for impactful presentations

Presentation Aids

Presentation Aids vary, and you need to know how to work with them and adapt them to various situations. You will learn how to create and use simple, yet highly effective Power Point Presentations, Handouts, Flip Charts and Presentation Notes and all the rules for ensuring that you develop and use them properly

Delivering Your Presentation

In the final module, we will learn and practice some of the techniques for overcoming nervousness, managing stage presence, connecting with audiences and getting your audience to act on your message. These techniques require continuous practice, and we will provide you additional resources to help you in that area.

Delivery will involve the use of a number of experiential activities including self-assessments, case studies, reflective practice, games, videos 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

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

In the early days (2010-2013), Learning Impact NG was the exclusive license partner for John C Maxwell Corporate Leadership Development Programs in Nigeria. The company still offers John Maxwell Training Programs through its leaders who are members of the John Maxwell Team.

However, most of the company's focus has been in developing and deploying bespoke learning and consulting solutions for its clients across 7 major areas of learning and in a variety of specialist areas of consulting and creative solutions.

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 vision is to help Organizations, individuals and our society to be better, and our core capabilities are around research, innovation, cost-effectiveness, and a passion for impact. The values that drive us are Leadership, Learning, Selling and Service, and our employee proposition and brand are woven around these.

We are a Company that dares to be different, and desires to do great things for our society and our world, so please join us on this mission-critical journey to help us all to BE BETTER.

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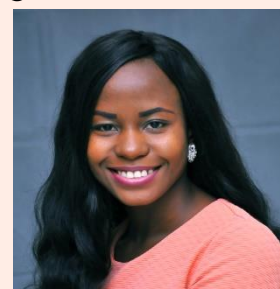
Our Learning Design & Delivery Methodology

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 are sustained beyond the “event” or “intervention”. We pay attention to the following in all our intervention design and delivery:

- **Adult Learning Principles** - There are a number of principles of adult learning that drive our approach including but not limited to the fact that adult learners are pressed for time; goal-oriented; bring previous knowledge and experience; have a finite capacity for information; have different motivation levels and have different learning styles.
- **Human Performance Improvement** - We ensure that we undertake a root-cause analysis of the performance challenges that organizations are facing and use this as the basis of designing our solutions and interventions. This way we deal with the real issues and not just the symptoms.
- **The Learning Impact Model** - We encourage our clients to deploy a learning policy framework that creates awareness and desire through pre-training activities; builds knowledge and ability through the actual content and delivery; and reinforces learning through post-training activities. This way, learning and consulting solutions create real CHANGE in the organizations.
- **Programmatic Evaluation** - We focus on evaluating the impact of learning using a variety of tools across the four levels of evaluation - reaction, knowledge transfer, behavioural change, and impact.
- **Experiential Design & Delivery** - We are champions of the use of experiential delivery and facilitation techniques particularly in the areas of indigenous case studies and rich media
- **Scalability and Impact:** Using learning technology and the support we give to internal faculties with our customizable content, we help to increase the scalability and impact of our solutions.

Our commitment to these underlying principles will ensure that learning creates a CHANGE for your team members and your organization.

Regina Makyur
Head - Organizational Development Solutions
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COMMENTS / FEEDBACK FROM CLIENTS



- ❖ *It is more of a deliverance programme to me; A great reindentation indeed – SEC – managing your Personal Finances.*
- ❖ *I am highly impressed with the content and delivery of this training. I shall personally follow-up on my friends who are in need this kind of training and ensure they attend. – Presentation skills for Professionals - GRM Consulting*
- ❖ *The training was very educative and made an impact on things and core areas I would like to make changes in, I would like to come back to Learning Impact for another training related to the Pension Industry.- Strategic Service Management in Pension Industry- FCMB*
- ❖ *The training is impactful and what I've learnt would enable me to be effective and efficient in discharging my responsibilities. Business Writing Skills Training - NIPC*

CONTACT US

For enquiries;
Call us or visit our website
Feel free to reach us on any of our social media accounts
Or come visit us at our address



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School of Strategy and Innovation

**School of Financial Literacy &
Business Acumen**

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Productivity**

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