

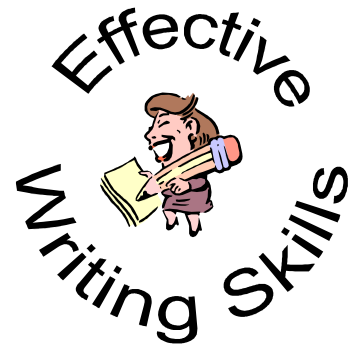
Effective Writing Skills

A four-day short course of the
Public Finance Management
Programme™

presented in Pretoria

05 – 08 June 2012

10 – 13 September 2012



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four-day
four-day
course
course



Background:

The *Public Finance Management Act* (and the MFMA) as well as related legislation and regulations require public sector staff to manage every aspect of their entities' operation. Effective communication is the foundation of management and because the PFMA/MFMA also aim to improve public accountability, this implies that many reports have to be prepared (to account for what has been done), proper motivations be prepared (e.g. when purchasing something) and objectives be formulated and communicated. In addition to this, the notion of transparency and inclusiveness implies that communication between managers and staff in general, is increased.

We spend 75% of our time reading or writing documents, yet so much official communication is badly written. This course provides practical techniques to create informative documents for every management occasion. The programme focuses on writing precisely and enhancing the writing ability that every individual possesses. The course is especially useful if English is your second language.

This course:

When participants complete the "Effective Writing Skills" course, they will know how to:

- compose clear, concise sentences
- avoid common errors
- write for a specific readership
- structure their writing
- use writing conventions successfully
- analyse and edit their documents
- write for different circumstances
- create "user-friendly" documents.

Who should attend:

Virtually all main activities of public sector organisations are communication-driven. This course is specifically designed to improve management related communications skills. Managers, management support staff, and any individual wishing to improve their writing ability will benefit greatly from attending this short course.

Presented by:

SAIGA can deliver!



The Southern African Institute
of Government Auditors

www.saiga.co.za



Contents:

Incorporated in the program for this four-day course are the following topics:

- An orientation to marketplace and organisational writing
- The role reading plays in developing the skill
- An understanding of the organisation/department's voice
- Principles of effective business writing. These include being
 - Purposeful
 - Reader-directed
 - Business-minded
 - Clear and concise
 - Accessibly structured.
- Style and tone suited to the purpose
- Simplifying words, sentences and paragraphs to eliminate cumbersome writing.
- Grammatical principles to ensure technically correct documents
- Structuring sentences, paragraphs and content for easy sense
- Obtaining coherence and cohesion through links
- Thinking skills
 - Gathering information - Organising thoughts - Planning strategies
 - Reader's styles/needs
 - Elements of logic
- Planning: Starting the concept, objective, scope, depth, angle, reader, purpose, action required
- Drafting: Conclusions, headlines, executive summary, structuring information
- Editing (Forms a critical part of the training)
- Documents include: emails, memos, letters and reports. It is advisable to do minutes of meetings as an addition to the writing course or separately, as it also requires training in
 - Listening skills
 - The roles of the various participants
 - Verbal and non-verbal skills
 - Technical aspects
- Reports – all aspects are covered including:
 - The nature of reports, Preparation, Structuring (also graphs, figures and tables)
 - Argument/logic
 - Categories e.g. informative, evaluative, audit and annual reports.

Course content and focus of discussions may be adjusted and the emphasis changed depending on feed-back and questions from participants.

The venue:

The courses are mostly presented at the UNISA Sunnyside Campus in Pretoria. Maps and details of the lecturing hall/venue will be faxed/posted to participants after payment has been received. Please note that courses may be shifted to other venues due to various circumstances beyond our control and to accommodate the demand as far as possible. The SAIGA Secretariat will only send maps to participants who have provided proof of payment (faxed a copy of the deposit slip) or made explicit arrangements with the Secretariat regarding payment.

Costs:

The course fee of R6,270.00 (R5,500 plus 14% VAT) includes attendance for the four days, a certificate, course file, hand-outs, notes, case studies and solutions. The Institute will also provide participants with a free lunch as well as free tea/coffee at 10:00 and 15:00. Staff of corporate members of *The Southern African Institute of Government Auditors* (SAIGA) can claim a discount of R684 (R600 plus 14% VAT).

Course Rating	national & provincial	<input checked="" type="checkbox"/>	local	<input checked="" type="checkbox"/>	public	<input checked="" type="checkbox"/>
Applicability:	departments		authorities		entities	

The Organisation:

NPO registration number: 045-133 NPO

The **Southern African Institute of Government Auditors** is a non-profit organisation. Its constitutional objectives include the advancement of auditing and accountability. Through the presentation of high-quality, affordable courses, the Institute aims to facilitate the sharing of knowledge and the empowerment of South Africa's people. The Institute supports the prioritisation of the concepts of *economy*, *efficiency* and *effectiveness*.

The **Public Finance Management Academy™** was founded by SAIGA to provide high quality, affordable continued professional education which is tailor-made for the public financial manager and government auditor. Visit our website at: **www.saiga.co.za**



Certification and accreditation:

This course forms part of the *Public Finance Management Programme*[™]. For more information on the PFM Programme, visit our website: www.saiga.co.za The Public Finance Management Academy[™] will issue course participants with a certificate of attendance under the seal of the Southern African Institute of Government Auditors. Participants earn 25 Educational Credits (EC's) for attending this short course. The Public Finance Management Academy[™] maintains a central register where these credits are administered. The ECs provide participants with focus and clearly stated objectives. This assists employers to monitor the continued professional education and training (CPE) progress, and the manner in which their staff is committed to CPE. The PFM Programme is developed and structured on the outcomes based education (OBE) model. This short course and its Educational Credits form part of the requirements for the *Portfolio of Short Courses*. In order to complete the Portfolio of Short Courses, participants have to meet two basic requirements: earn a minimum of 120 EC's and enroll for and complete an assessment. SAIGA and the Public Finance Management Academy[™] utilise educational and professional experts to function as quality assurers of this course and the course design, structure and material are subject to quality control and assessment by these experts.

National Treasury set up a Validation Board to "accredit" or "validate" short-term training programmes and to address coordination and quality issues which surround the programmes available to existing employees (this Board ceased to operate in 2006). The aims of the validation mechanism were to coordinate activities and to advise departments of relevant programmes which target identified needs and are delivered to a suitable quality. The Short Courses of SAIGA's Public Finance Management Programme[™] were all accredited by the National Treasury's Validation Board until it ceased to operate in 2006.

Presenters:

Our presenters are a blend of professional managers, chartered accountants and educators with wide experience in the presentation of courses in the public sector. The high esteem of SAIGA courses has been developed over a number of years by involving only experts in the development and presentation of the CPE opportunities. The presenters have been involved with numerous training initiatives in the public sector and the *Public Finance Management Act* in particular. They serve on various professional committees and have years of experience in the field of continued professional education and are supported by senior staff.

Time schedule:

The daily course program starts at 08:30 and ends at 16:00. On the last day of the course the program ends at 15:00 to accommodate participants' travel arrangements.

Bookings:

Since only a limited number of participants can be accommodated, bookings will be handled on a first-come-first-served basis. To avoid disappointment submit your registration as soon as possible.

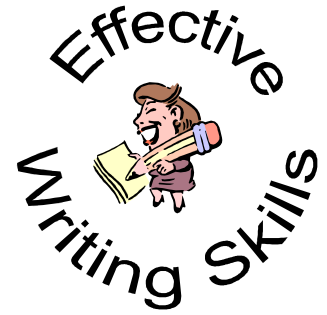
Changes / cancellations: Tax invoices will be issued (faxed and posted) on receipt of your booking. Once a tax invoice has been issued the department/delegate will be held liable for payment of the full course fee. No refunds can be made, but alternative delegates (substitutes) may attend the same course at no extra cost. All booking changes or cancellations are charged at R1,368.00 (R1,200 plus 14% VAT) per delegate booking. No cancellations or changes in booking will be accepted if not received in writing at least 5 working days before the course. Invoices must be paid before the course starts. No certificates will be issued if payment is outstanding. Outstanding payments incur 2% interest per month. Due to the minimal information which banks provide in respect of direct deposits, participant have to fax their deposit slips / electronic transfer slips to the Secretariat and state the invoice number/(s) to which the deposit refers. As required by recent legislation, VAT numbers have to be provided with registration. The Institute reserves the right to cancel a particular course due to unforeseen circumstances e.g. insufficient bookings or unavailability of venues (in the last few years, only a few courses had to be cancelled). In such event, participants will be informed at least two weeks before the scheduled course date of such cancellations. Participants who have paid their fees will receive full refunds in the event of SAIGA cancelling a course (SAIGA's liability in such event is limited to this refund).

Accommodation:

Participants are responsible for arranging their own accommodation. The Secretariat can provide details of accommodation in relative close proximity to the training venues.

Effective Writing Skills

four-day course



Registration & Booking form

This form can be used to book your place on any of the course dates



012 362-1221

SAIGA
PO Box 36303
MENLO PARK 0102



012 362-1418

Please book the following persons for the course as indicated below
(if space insufficient, use a separate page providing the same details)

SURNAME	INITIALS	TITLE	POSITION HELD	DATE FOR WHICH BOOKING IS REQUIRED

Due to the limitation of the number of participants per group, places cannot be guaranteed. The institute will finalise bookings and inform participants of successful booking or communicate alternative dates. VAT invoices will be issued as soon as bookings are finalised and accepted. **Full payment must be received in advance of the course.**

Organisation/Department

Postal address

Code:

Telephone number
(and area code)

Fax number

VAT Registration number

As required by Government Gazette No. 25864
For full details visit the VAT section at sars.gov.za

E-Mail address

Authorised signature _____

Name of signatory _____

SAIGA corporate membership number (if discount is claimed)

On-line registration can also be done through our website at: www.saiga.co.za