

Advanced Written Business Communication Workshop: The Information Design: Information Structure™ in Reports and Business E-mails

Organized by Institute of Advanced Allied Health Studies

	Date and Time		Venue
Workshop 1	Session 1: 18 Oct 2024 (Fri) Session 2: 25 Oct 2024 (Fri) Session 3: 1 Nov 2024 (Fri) Follow up Session: 6 Jan 2025 (Mon)	14:00pm – 18:00pm *Registration starts at 13:45pm	Block M, Kowloon Hospital
Workshop 2	Session: 1: 26 Nov 2024 (Tue) Session 2: 3 Dec 2024 (Tue) Session 3: 17 Dec 2024 (Tue) Follow up Session: 20 Jan 2025 (Mon)		

Aim:

1. To equip AH staff writing skills to design and structure so that the emails, reports are clear, concise and logical, and easy for the reader to understand
2. To equip AH staff to write in Modern, International English in business context
3. To equip AH staff to learn how to Plan, Organize, Draft, Revise and Edit the correspondence by the Five Step Writing Process

Intended Learning Outcome:

1. To facilitate AH staff to understand the Information Design: Information Structure™ for Advanced Business Communicators
2. To facilitate AH staff to understand the Discourse Analysis and the Planning of Reports and Narratives and the use of “Five Sequenced Planning Worksheets”
3. To facilitate AH staff to use of Guidelines for Writing Effective Business E-mails and
4. To facilitate AH staff to use of Nine Models for Creating Reader-Focused Business Correspondence

Program Design: Workshop

Target Participant: Intermediate to Senior Allied Health Staff

Class Capacity: 30 participants per workshop

Language Medium: English

CPD Points: Pending

Award: Certificate of Attendance

Completion Requirement Participants should complete at least 80% attendance of overall program

Speaker Ms. Madeleine Behan, founder of The Communication Group Ltd and the developer of The Information Design: Information Structure™

Program Rundown

Workshop 1& 2

Time	Topic	Speaker / Facilitator
Session 1 14:00 -18:00	<ul style="list-style-type: none"> - Objectives of the Workshop; the Relationship between Success and Communication - The Main Problems in Business Reports (including Clinical and Incident Reports) - The Main Solutions and the Essential Components of Effective Communication - The Importance of Coherence and Cohesion in Business Communication - The Use of Information Design: Information Structure™ in the Organization and Presentation of Information for Advanced Business Communicators - Three “New Big Ideas” 	Ms. Madeleine Behan
Session 2 14:00 -18:00	<ul style="list-style-type: none"> - The use of “A Menu of 20 Models of Discourse Structures” to produce reader centred spoken and written business communication - Introduce a menu of 20 Categories of Functions and Signals - Analysis of HA Management Report using the 20 Categories of Functions - Planning and Developing Draft Reports and Narratives by the Use of “Five Sequenced Planning Worksheets” and Signals 	Ms. Madeleine Behan
Session 3 14:00 -18:00	<ul style="list-style-type: none"> - Discussion and Evaluation of participants’ Home Assignment’ - Discussion on the Main Problems in Business E-mails Practical Application - The Use of Reader-centered, Outcome-based “Models of Information Structure” in business communication - Provide guidelines and Criteria for Evaluating and Improving a Report/a Proposal/a Committee Paper 	Ms. Madeleine Behan
Follow up session 14:00 -18:00	<ul style="list-style-type: none"> - Discussion and Evaluation of participants’ Post Workshop Samples - The Five Step Writing Process with Emphasis on Editing - The Use of Appropriate Tone and Writing for the Reader 	Ms. Madeleine Behan

Speaker Profile

Ms. Madeleine Behan is founder of The Communication Group Ltd and the developer of The Information Design: Information Structure™. She is a member of The Institute of Internal Auditors Hong Kong (The IIA HK), The Information Systems and Control Association (ISACA), and The Canadian Chamber of Commerce in Hong Kong

Overview of Experience

The information Design: Information Structure™ Workshops are designed and developed jointly by Madeleine Behan, M.A. (Director); Anthony Behan, M.A. (Founder of The Communication Group Ltd.). They advise companies on the design and structure of their advanced spoken and written business communication. For several years, Madeleine Behan has been conducting programmes for business professionals in the clinical and nursing setting including consultants, senior and experienced Allied Health and nursing professionals of the HA. These programmes help the participants get better results from their business communications within a short period of time and increase the effectiveness of written business communication. Consequently, the participants can move towards the standard that their jobs in HA require.

Enrolment:

Please send the nomination form via Department Manager, In-charge to IAAHS by email (iaahs@ha.org.hk), quoting “*Program Announcement – Advanced Written Business Communication Workshop: The Information Design: Information Structure™ in Reports and Business E-mails*’ (Ref 028, 036)” **on or before 20 September 2024 (Fri)**.

- Enrollment result would **NOT** be notified individually. It should be checked before program commencement via HA IAAHS intranet <http://ah.home/haiaahs/SitePages/Home.aspx> or through e-Learning Centre http://elc.home/myelc/login_pop.aspx **on or after 4 October 2024 (Fri)**.

Important Notes:

- Participants are required to **strictly adhere** to the **Infection Control Measures for Training Activities** (see [link](#)) when attending the program (for both individual or group registration).

For enquiry, please contact Ms. Kelly LEE, TO(AH) at 2300 7723(program) or Ms. Kary HUI at 2300 7525 (registration).