

Business Writing Skills

One Day Course

Who will benefit

This course is designed for those who wish to refresh their written communication skills with a focus on business use. Participants will evaluate their written communication skills and learn techniques in order to successfully project a professional image.

Objectives

The course provides an understanding of the process of writing effective communication and facilitates the ability to apply a professional standard. Good and bad business styles will be recognised and skills will be revised so that a precision written document can be created.

Planning and Preparation

- Identifying the characteristics of business writing that works
- Ensuring clarity and brevity
- Appreciate the purpose of producing letters or emails
- Preparation and planning

Creating Positive Impact

- Utilising assertive language
- Recognising the benefits of assertive writing
- Using the appropriate style
- Expressing yourself in a professional Manner

The Creation Stage

- Structuring letters and documents
- Developing skills and techniques to improve spelling
- Avoiding common pitfalls in punctuation and grammar
- Addressing business letters
- Planning, sequencing and structuring the Content

Importance of Writing Concisely

- Eliminating redundant phrases, clichés and unnecessary jargon
- Avoiding biased language and inference
- Pitfalls to avoid
- The 'kiss' principle of writing

Constructive Proof Reading

- The double check
- Twelve steps to achieve perfect writing
- Achieving professionalism
- Appreciation of language and tone

Skills Practice

- Attendees complete a portfolio of challenging exercises to check and emphasise what has been learned

Action Plan

- Participants plan and discuss what they will do on return to work