
Business Writing Skills

Duration : 1 Day

Overview

A one day programme focused on written business communication.

To write effectively requires knowledge of the process for constructing written business communications. When applied to various types of written communication such as a report, presentation, memo, letter, e-mail, this knowledge helps produce clear, concise, unambiguous communications.

The programme provides delegates with a chance to obtain the knowledge, test its application, and thus become more confident when faced with a written communication task at work.

Prerequisites

To get maximum benefit from the course delegates ought to be in a role where they are required to write official business communications. It is advantageous to have a basic understanding of English language and composition.

Objectives

Demonstrate the necessary skills to communicate ideas in a clear, concise and effective way. The course is highly interactive.

The main outcomes on completion of the training are delegates will:

- Have an awareness of what business writing involves.
- Be able to recognise a good piece of business writing.
- Be able to formulate and execute a plan for their writing.
- Know the value of writing with the audience in mind.
- Maintain and improve their use of English language.
- Approach the task of writing in a more methodical, organised, efficient and effective way.

Course Content

Session 1

Facts and features of good business writing.
The benefits of better written communications.
Knowing the purpose

Session 2

English essentials – grammar, spelling, composition.
Using language to convey meaning and to be understood

Session 3

Devising a plan
How to execute the plan.
Putting facts, information and opinion in a logical sequence

Session 4

Reports
Memos
Letters
Official e-mails

