

## **Business Writing Skills**

All organisations need to convey a first class professional image in every way to stay ahead of the competition. Your professional reputation can be enhanced or ruined by the documentation that you write and, as organisations become more communication driven, it is paramount that all pieces of written documentation are faultless. Not only do you need to ensure that you get your message across, it is fundamental that the language used is simple plain English and that the style, content and message of your documentation is concise, correct and appropriate.

These 3 courses provide a framework to assist in written communication, enabling the delegates to produce effective written communication that meets its objective. The courses are highly practical to give delegates the opportunity to apply all the techniques covered. It will give immediate guidance on how to improve style and skill in writing business documentation and delegates will return to work ready to apply practical ideas, proven techniques and give attention to their written communication.

### **Who will the course benefit?**

Staff from all disciplines who are called on to communicate their ideas in written formats.

### **Course Objectives:**

To develop and improve, through supervised practice, written communication skills so that ideas are expressed clearly, concisely and effectively.

## **Module 1**

### **Business Writing Fundamentals**

This workshop will focus upon the fundamentals of producing good written communication. Ensuring that you get your message across and the fundamental principle that the language used is simple plain English. The course will develop and improve, through supervised practice, written communication skills so that ideas are expressed clearly, concisely and comprehensible manner. It will give immediate guidance on how to improve style and skill in writing

**Course Duration:** Half a day

#### **This course will enable delegates to:**

- Express yourself in a clear, concise and professional business manner.
- Establish the use of grammar, punctuation, sentences and paragraphs.
- Keep their communication simple – avoiding jargon, slang, clichés and complicated vocabulary.

#### **Course Content**

##### **Writing the communication**

- Using plain English
- Writing styles
- Paragraphs
- Use of words
- Structure of sentences
- Creative writing
- Developing style
- Irritators
- Jargon
- Accurate use of language
- Punctuation
- Grammar

## **Module 2**

### **Business Writing Producing Emails, Letters**

The second module develops skills further and takes the good standards achieved in the first module and enables them to become excellent verbal communicators. The course will get delegates to produce the right tone and expression in their emails, letters and common business documents so that it meets the reader's needs. Delegates will learn how to create business documents that say what you mean and achieve the results you want. This course not only covers the basics of how to improve your writing skills but also how to achieve the right result from your written correspondence. This will enable any document produced to not only meet its objectives but also creates the right impact by using the correct style.

Delegates will return to work ready to apply practical ideas, proven techniques and give attention to their written communication.

#### **This course will enable delegates to:**

- Prepare clearly defined objectives.
- Identify logical structure.
- Gather information and organise ideas.
- Improve the clarity of written style.
- Outline the various methods of communication.

## **Course Content**

### **Preparation and structure**

- Stages of writing
- Creating objectives
- Analysing the audience
- Gathering information
- Preparation, organisation and structure
- Generating ideas
- Format
- Layout
- Structure
- Creative writing
- Appropriate tone
- Irritators
- Creating impact
- Creating the right impression
- Accurate use of language

### **Writing letters and emails**

- Letter formats
- Email etiquette
- How do you make your email stand out from all the others?
- First line of any email.
- Formatting your email for maximum effect.
- Principles of factual writing applied to emails.
- formal or informal emails
- Techniques for editing and improving the final draft.

## **Module 3**

### **Writing reports and Complex Documents**

Staff who have already developed good written communication techniques but want to develop their skills further, to produce technical or more complicated documents. It is also important to consider the type of information that needs to go into the specific document we are producing. We need to consider the reader and their requirements. The course will identify how we classify data and ensure that we create the correct structure to meet the reader's needs and wants. This is especially important when producing a document that has a large audience.

**Course Duration:** half a day

#### **This course will enable delegates to:**

- Prepare clearly defined objectives.
- Identify logical structure to complex documents
- Gather information and organise ideas.
- Classify data and information
- Write and produce management summaries, conclusions and recommendations
- Improve the clarity of written style.
- Present facts, figures, diagrams, graphs and appendices effectively in their documentation.
- Choose the appropriate tone and style for their document.
- Create an impact and keep the document alive.

## **Course Content**

### **Preparation and structure**

- Stages of writing
- Creating objectives
- Analysing the audience in detail
- Gathering information
- Preparation, organisation and structure
- Classifying data and information
- Generating ideas and creativity
- Format of complex documents
- Design and Layout
- Structuring a complex document
- Introductions
- Conclusion
- Recommendations

### **Writing the communication**

- Paragraphs
- Creative writing
- Developing style
- Revising the content
- Readability
- Revising your writing
- Techniques for editing and improving the final draft.