

Effective Business Writing – 2 days



Course Objectives

Increased professionalism in business correspondence
Improved confidence and ability in written communication skills

Exercises

This course is instructor led, involving the utilisation of examples and exercises in a workshop environment.

Course Content

Clarity

- Ideas expressed clearly and explicitly

Appropriateness

- Using the correct tone for both the situation and the reader

Exactness

- Vocabulary used and spelt correctly, conventions for Punctuation and grammar observed

Conciseness

- Enough words to convey the message but not so many as to obscure the meaning

Tailoring

- The programme can be tailored to fit the context of delegates' needs, i.e. correspondence with customers, internal reports, etc. House styles and layout templates can also be incorporated

Content

- Preparation checklist
- Mind mapping as a preparation tool
- Identifying main and secondary purposes to be included
- Applying the AIDA formula to letters
- Applying SMART and BARC formulae to reports
- Writing opening and closing sentences
- Answering enquiries and complaints
- Active and Passive writing – the appropriateness of each
- Structuring sentences and paragraphs correctly
- Commas, apostrophes, colons and semi-colons – why and where should they be used
- Back to basics – nouns, adjectives verbs, adverbs, auxiliary verbs, split infinitives, conjunctions, prepositions, pronouns
- Avoiding wordiness
- Changing negatives into positives for a better effect
- Forming plurals
- Common confusions
- The 15 most influential words you can use
- The VHF channels of communication