



## **Effective Business Writing Skills**

### **Introduction**

Most people are never taught to write for business. Academic approaches to writing that we learned at school are outdated, inappropriate and ineffective. Over 30% of all written business communications in the western world today are to clarify a previous written communication – bad writing can cost money, time, and misunderstandings.

This 2-day course shows people, through case studies, hands-on exercises and group work how to plan, analyse, structure, write and edit their written communications for optimal results. With emphasis on:

- Communicating the right message to the right audience
- Selecting, organising and structuring the right material and layout for the reader
- Avoiding common mistakes of style and language
- Ensuring their document is structured and presented in the optimal way for maximum impact or outcomes
- Reducing time spent in writing
- Pre and post course assignments for continuous learning

### **Target Audience**

- Professionals (managers, executives, consultants, project managers, engineers, liberal professions) who have to use written communication in their work
- English speakers and non-English mother tongue can both benefit, if you have to write emails, reports, process instructions/handbooks, letters, proposals or reports
- Individuals who wish to have a good understanding of effective written communications how to write well-structured, stylish business English

### **Course Benefits**

Provides participants with a methodology and structure that allow you to:

- Organize material for the type of documents you have to write.
- Develop a logical structure and professional layout.
- Use layout, language and structure to communicate good news or bad news.
- Write in a clear, concise style for your purpose and audience.
- Reduce the time you spend writing - also the time your readers spend reading.
- Add impact to your documents to obtain the results you want.

### **Methods**

Two weeks before the course, participants e-mail us a sample of their writing. We assess these samples and give constructive feedback to each person during the course. The samples also help us to match course content to group needs. Each participant receives a course book that includes principles, relevant sample documents, "do's" and "don'ts", language issues and exercises. If facilities allow, participants are welcome to bring their laptops.

During the course we teach key principles of business writing followed by lots of practice in writing different types of documents (emails, letters, proposals, reports) with active feedback, discussion and exercises. We also cover grammar and punctuation, language and style in a fun and interesting way.

On the first evening, participants write a document for review on Day 2. At the end of the course participants leave with a post course assignment related to their actual work and we provide reviewing service and final feedback by email.

The course book will become a valuable support tool and contains a rich amount of useful reference material



## **Overview**

### **Day 1**

Introduction & Overview – why good writing is good for business

Reacting as a reader

Four-stage strategy for effective writing

Informative layout and logical structure – for memos, e-mails, proposals, reports, instructions and letters

Readability indexes

### **Day 2**

Review of day 1 and homework

Editing workshop

Punctuation reminders

Style and language quiz

Case Study, post course assignment

Summary and Wrap-up