

# Effective Business Writing Skills



## Programme Description

Participants will learn to write business correspondence that is precise, clear, concise, and well-organized. Emphasis will be on the creation of documents that are both readable and suitable for the intended audience. This programme is interactive, fast-paced, fun, and full of tips and techniques participants can use immediately.

## Target Audience

Junior Level Staff | Those who are looking to improve their business writing skills

## Programme Objectives

At the end of this programme, participants will be able to:

- ✓ Understand the importance of effective business writing in improving business communication.
- ✓ Practice various types of business writing (Meetings Minutes, Agenda's, Email Writing, and Business Letters).
- ✓ Write effective business correspondents that drives the reader through his material.
- ✓ Write effective business correspondents that are more direct & less formal.
- ✓ Become focused on facts when writing emails and letters.
- ✓ Fasten their thinking and writing speed when writing business correspondence.
- ✓ Reduce the chance for being misunderstood when writing business correspondence.

## Programme Outlines

This comprehensive course will include the following:

- Introduction to Business Writing
  - The need for Effective Business Writing
  - Types of Business Writing
- The Three [3] Steps Writing Process
  - Planning | Writing | Completing
- Writing Business Messages
  - Communication Mediums | Analysis
  - Adapting to the Audience
  - Generating Ideas
  - Using the Right Voice
- Completing Business Messages
  - Moving Past the First Draft
  - Revising the Message | Reviewing for Readability
  - Editing for Clarity | Revising with Technology
- Email Writing
  - Workplace Consideration
  - Three Steps E-Mail Process
  - Planning E-Mail Messages
  - Completing E-Mail Messages
  - Exercise: Writing an Effective Email
- Writing Meeting Agenda
- Writing Meeting Minutes
- Writing Routine and Positive Messages
  - Routine Requests | Stating and Supporting the Request
  - Closing the Request | Action and Information
  - Routine Replies
- Writing Negative Messages
  - Conveying the Message | Gaining Acceptance
  - Maintaining Goodwill | Building Corporate Image
  - Minimizing Future Correspondence
  - The Direct and Indirect Approach
- Writing Persuasive Messages
  - Analyzing the Situation | Gathering Information
  - Selecting the Medium | Organizing the Information
  - AIDA Model
- Planning Reports
  - Workplace Writing | Preparing the Work plan
  - Organizing Information | Planning Informational Reports
  - Defining the Problem
  - Exercise: Writing Report