High Impact Business Writing Skills
HS-103

Duration: 2 days; Instructor-led
Time: 9:00 AM – 5:00 PM

ABOUT THIS COURSE

This course will help you learn to organize your writing so the process of composing a business letter, email, or report is smoother and faster.

Learn how to choose the best format for your message, organize the information so it's easy to read, and condense content for the most effective messaging. Practice crafting a clear response to a complex email and writing a persuasive cover letter.

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.

AUDIENCE

This programme is designed specifically for:
- All Levels and Job Roles

METHODOLOGY

The course is an Interactive and enjoyable course that will involve:
- Brain-friendly/Interactive Lectures
- Practical Exercises
- Interactive and Engaging Learning
- Group Discussions
- Experiential Learning

PREREQUISITE

Participants must have a basic level of English Proficiency (staff who write e-mails or other documents daily, but have problems with fundamental principles that prevent their writing from being more accurate, professional, structured and reader-friendly). Participants must have some knowledge of report writing.

Participants to bring along 1 or 2 samples of their emails and reports that they will work on for improvement during the workshop. To make sure that the programme is relevant to the participant's report writing needs, we use their own reports as practice exercise. Samples will be sent to trainer two weeks before the programme date.

*All participants are required to bring their own laptops and pen drives.
*The venue should have access to WIFI

OBJECTIVES

- How to compose an effective business letter, memo, email and report
- Structure your business documents effectively
- Avoid common grammatical mistakes
- Write in a clear, concise style
- Get your message across convincingly
- Organize and structure ideas logically and with appropriate language structures to convey the ideas with clarity, and reader-friendly
- Understand style and tone strategies appropriate to the audience
- Give your business documents that final polish before you send them

COURSE CONTENTS

Module 1:   GENERAL PRINCIPLES OF WRITING

- Clarifying your objective – know where you're going and you'll know when you've arrived
- Quick and clear messages – six questions to clarify your thinking
- Who is going to read your document? Knowing your reader helps you pitch your message

Module 2:   WRITING SENTENCES AND PARAGRAPHS

- Topic sentence
- Paragraph and sentence length
- Paragraph linking and coherence
- Maintaining consistency of tense
- Using active vs. passive voice
- Using positives vs. negatives
- Using non-sexist language
- Using jargon and technical terms

Module 3:   WRITING EMAILS

- Written communication
- Write with the YOU attitude
- Use a positive tone
- Avoid "you" if it suggests blame
- Focus on the reader "you" and not "I"
- Focus on the benefits for the reader
- Understand human nature
- Avoid these objectionable expressions
- Remember the 7 C's of writing
- Organizing your writing
- The opening paragraph – your introductory statement
- The middle paragraphs
- The closing paragraph
- Choose an appropriate email style
- Complementary closing

Module 4:   WRITING MEMOS

- Memos
- Characteristics of successful memos
- Language
- Writing style and tone
- Types of memos
- Parts of a memo
- Memo format

Module 5:   GOOD WRITING TECHNIQUES FOR BUSINESS CORRESPONDENCE

- The best sequence of delivery reflects your contents
- Structuring your text – layouts to support content and draw the reader in
- How to ask for things without starting a long sequence of replies to replies
- How to give bad news – being up-front and empathising
- Responding to complaints – when you are at fault; when you wish to make a concession; standing firm; what to avoid
- Writing complaint emails – useful phrases
- Do's and don'ts in email

Module 6:   EDITING YOUR WORK

- A top-down approach to improving text – edit like a reader
- Effective transitions – holding the flow of thought
- Tips to maximise impact
- Polishing the words – poppycock and commonly-confused words
- Polishing your grammar and punctuation – common mistakes and things that make some people go mad
- Proofing your work – tricks to help you see what's really there

Module 7:   REPORT WRITING

- Clarifying your purpose
    - Why you won't get anywhere without a clear objective
    - All right, I'm sold – how do I set a clear objective?
- Analysing your audience
    - Do you know who you're writing for?
    - What will they want out of your report? The first step to making sure you deliver!
- Designing your structure
    - Structuring before you start writing – you wouldn't build without good foundations
    - How to structure the beginning, middle and end of your report
    - Organising your content to achieve your purpose
    - Organising your content – are you trying to persuade, inform, explain or discuss?
- Selecting your information
    - Deciding what information is relevant – the payoff for having a clear objective
    - Deciding the level of detail to include is easier when you've analysed your audience
- Drafting and laying out your text
    - Collecting and evaluating information – how to make it easy for people to help you
    - Deciding what information is relevant – the payoff for having a clear objective
    - Deciding the level of detail to include is easier when you've analysed your audience
    - Writing the report using plain English
- Editing and proofing your draft
    - Collecting and evaluating information – how to make it easy for people to help you