BUSINESS WRITING SKILLS   COM006

COURSE OVERVIEW

Writing is an important part of communication. It is valuable skill for managers and employees. Professional business correspondence enhances the corporate image and connect the company with partners and stakeholders.

This "Business Writing Skills" will give delegates clear guidelines and practices to create extraordinary internal and external correspondence that combines clarity with impact so thir business writing becomes impressive.

COURSE GOAL

To enhance participants' knowledge, skills, and abilities to plan, draft, review their business writing and ensure the produced document is impressive.

COURSE OBJECTIVES

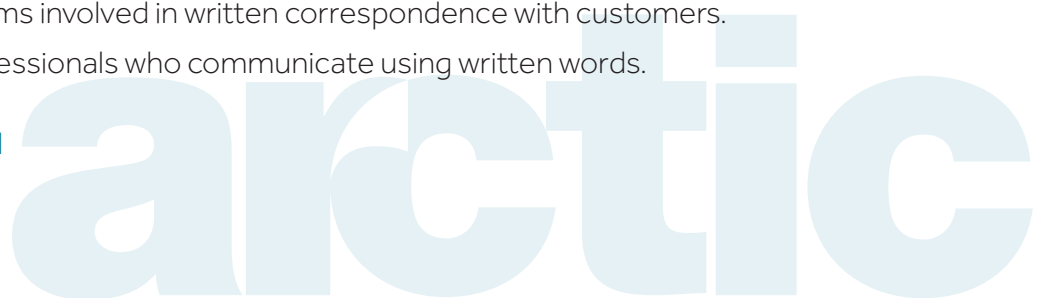By the end of the course, participants will be able to:

- To learn the ten rules of Effective Business Writing
- To have a step-by-step plan for more effective business communication
- To know what to write at the beginning, middle, and end of each piece of writing
- To understand the difference and usage between formal and informal language
- To review some common grammar challenges for non-native English speakers
- To recognize how to use clear and simple English
- To explore a variety of business documents and look at ways to improve them
- To create the right impression when writing
- To learn how to respond to complaints in a professional manner

WHO SHOULD ATTEND

- HR and admin professional involved in internal written communication.
- Commercial teams involved in written correspondence with customers.
- All business professionals who communicate using written words.

COURSE DURATION

5 Working Days

COURSE OUTLINES

1. The Ten Key Principles of Business Writing

2. The Stages of Writing (Planning, Drafting, Revising, Proofreading)
    -   Using mind maps and bullet points to plan your writing
    -   The Five 'W's as a writing guide

3. The Framework for Business Communication
    -   Effective beginning and endings of correspondence
    -   Useful phrases for common situations

4. Using Correct Grammar
    -   Common verb tenses and Uncountable nouns
    -   Definite and indefinite articles ('The'. 'An', 'A')
    -   Using prepositions of Time, Place and Movement ('On', 'In', 'At', 'To')

5. Correct Use of Punctuation and Abbreviations
    -   Using commas and semicolons
    -   Rules for apostrophes
    -   When to use full stops for abbreviations

6. Using Plain and Simple English

7. Formal & Informal Language
    -   Knowing the difference and when to use each one

8. Choosing The Write Communication Channel

9. Email Etiquette: Pros and Cons of Email Issues

10. Appropriate Complimentary Closes

11. Creating The Right Impression
    -   Using courtesy
    -   Using the correct 'Tone of Voice' in your writing

12. Writing Internal Business Emails

13. Complaints And How to Respond to Them in Writing