Business Writing Skills

Who Should Attend?

People who wish to significantly improve their written communication should attend this two-day program. It is the ideal way to learn the basic skills of written communication in the English language. It is informative and practical, with excellent backup course notes that form a valuable reference source for the future. It is a course that is completely up-to-date, and suitable for everyone in business who has to communicate using the written word. A minimum requirement for this course is a working knowledge of English and basic grammar.

About The Program

This two-day program is a great introduction to Business Writing Skills. The course will give you clear guidelines and practice in how to write better internal and external correspondence. You will learn how to plan your writing carefully, and how to professionally structure different forms of business correspondence.

Course Objectives

- To learn a step-by-step plan leading towards more effective and efficient business communication
- To know what to write at the beginning, middle, and end of each piece of writing
- To understand the difference between formal and informal language, and when each should be used
- To review some typical grammar challenges for non-native speakers of English
- To understand how to use plain and simple English
- To understand how to create the right impression when writing
- To gain confidence in spelling, grammar, and writing
- To practise proofreading techniques

What You Will Gain

- Knowledge of the principles of effective Business Writing
- A clear understanding of appropriate business language
- Confidence in communicating using the written word
- Practical, 'hands-on' experience, and supportive Trainer feedback

DAY ONE

- The Stages Of Writing (Planning, Drafting, Revising, Proofreading)
  - Using Mind Maps And Bullet Points To Plan Your Writing
- A Clear Framework For Business Communication
  - Effective Beginnings And Endings Of Correspondence
  - Useful Phrases For Common Situations
- Using Correct Grammar
  - Common Verb Tenses
  - Uncountable Nouns
  - Definite And Indefinite Articles ('The', 'An', 'A')
  - Using Prepositions Of Time, Place, And Movement ('On', 'In', 'At', 'To', Etc.)
- Correct Use Of Punctuation And Abbreviations
  - Using Commas And Semicolons
  - Rules For Apostrophes
  - When To Use Full Stops For Abbreviations
- How To Use Plain And Simple English

DAY TWO

- Formal And Informal Language
  - Knowing The Difference, And When To Use Each One
- Choosing The Right Communication Channel
- Email Etiquette: Pros And Cons Of Email Issues
- Appropriate Complimentary Closes
- Creating The Right Impression
  - Being Courteous
  - Using The Correct 'Tone Of Voice' In Your Writing
- Structure, Style, And Layout, Of Business Letters
- Writing Internal Business Emails And Messages
- Proofreading, Practice, And Spelling Tips