



Course Profile Business Writing Skills

One Day Workshop

Who will benefit:

Anyone within an organisation who needs to communicate more effectively in writing with accuracy, style and impact.

Objectives:

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

- ☺ Appreciate and understand the challenges and skills of first class written communication
- ☺ Express themselves in writing with greater clarity and brevity in a business context
- ☺ Present more effective and stylish written documents

Module One – The challenge and pitfalls of written communication

- Opening discussion based on delegates' completed pre-course questionnaires
- The aims of, and barriers to, effective communication
- Group exercise – cash register story

Module two - Key skills, stages and structures of business writing

- Further questionnaire and discussion covering:
 - Preparation and planning
 - Types of written communication – reports, letters and e-mails
 - Structures and layout
 - Skill aspects
 - Using the right words and phrases
 - Some grammatical issues
 - Letter writing exercise/report framework preparation

Module Three – Use and knowledge of English

- Word Power, a test of literacy and English knowledge
- Review of key learning points