



BUSINESS WRITING SKILLS

PLATO ACADEMY

*How well is your business writing being received?
Do you always get the results you want from your written communications ?
How do you know?*

Approach

A key element in communicating well with customers, suppliers and internally is our ability to write effectively. This is a practical programme where you have the opportunity to try a fresh approach and put it into practice. We offer a framework for helping shape all written business communication.

This course is highly interactive, practical and supportive. It uses many different forms of learning to develop your business writing skills.

Topics

- **Innovate** your business writing
- **Create** meaningful written communications
- **Deliver** written communications that hit the mark!
- **Evaluate** your communication, with a view to continuously improve

Training Objectives

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

1. **Design** your written communication more effectively
2. **Develop** the ideas you have for focusing your communication .
3. **Structure** your communication to achieve your goals.
4. **Select** the right medium to maximise the impact of your communication.
5. **Evaluate** and learn from your writing experiences

Duration

One Day

If you would like to discuss any one of our programmes
please call on +44(0)7803 299337 or email: info@craighilesconsulting.com



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Programme Schedule

One Day

Introduction & Welcome

- Programme Objective
- Personal Objectives
- Effective Business Writing

Innovate

- The Meaning of Your Communication
- Stakeholders Needs
- Situational Analysis

Create

- Creative Thinking
- Structure & Process
- Planning

Deliver

- Formality & Informality
- Methodology
- Meetings & Projects

Evaluate

- Return On Expectations (RoE)

Personal Action Planning

Reflection, Discussion & Action

**“The meaning of your
communication is in the
response you receive”
– Richard Bandler**

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