

Better Business Writing Skills

Improve your writing and achieve your objectives better

*Live online learning course with an expert facilitator
Two three hour modules run on Zoom*

Would you like to improve your written communication?

This course will give you the skills and knowledge to write faster, clearer and more impressive documents. This includes emails, reports, blogs and online posts.

Key points include:

1. How to improve almost any document or email by using a style that radiates competence and courtesy. And that saves you and your reader time.
2. Techniques for editing and proof-reading,
3. The best way to structure your articles, blog posts, documents, emails and reports.
4. Email etiquette – the do's and don'ts of email writing and sending.

Course format

- *Live online learning course with an expert facilitator*
- *Interactive, engaging and practical*
- *Varied learning activities, practical sessions, quizzes and discussions.*
- *A one-day online course with a live trainer delivered over Zoom*

Who is it for?

The course is designed for those who want to develop their style of writing and sharpen their impact. The content will apply to emails, letters, reports, sales tenders and proposals.

Key learning points and objectives:

- Master the ABC principle of accuracy, brevity and clarity.
- Learn the four stages of writing and apply them to your work.
- How you can produce clearer, shorter, more accurate emails and documents.
- How to write any document or email allowing for audience and your objectives.
- Applying a 'plain English' style that radiates competence and courtesy.
- Use more effective openings and endings.
- Ensuring your writing avoids jargon, vagueness and overuse of the passive voice.
- Email etiquette – the ten do's and don'ts of email sending.
- How to use the right style and tone when delivering bad news or apologising.
- Editing techniques and skills practice to get your documents right first time.
- Proofing reading techniques and skills practice.
- Techniques for presenting data, pricing and statistics.

These objectives and the course content can be adapted and personalised free of charge.

Brilliant Business Writing Skills - Course outline

This workshop-style training event covers all aspects of preparing, writing, proofing, editing and producing high-quality letters, reports and emails. Key features.

1. Participants work on their own real-life documents during the session, objectively editing and proofreading, working in pairs.
2. Learning exercises to practice composing, editing and proofreading skills on emails, reports and letters.

Objectives, planning, type and structure

- The writing process – regardless of document type.
- Expressing your points clearly and clarifying your aim and objectives.
- Using the ABC principle of Accuracy, Brevity and Clarity with best-practice examples

Developing the right content, tone and style

- The plain English guide to ensure professionalism and understanding
- Clear expression to appeal to your reader and achieves your objectives
- Adding interest and variation to your work

Editing skills and proofreading techniques

- Quick quiz - test your English knowledge
- Editing techniques to increase clarity to reduce word count
- Proofreading techniques and skills for different types of documents

Making an Impact using Plain English

- Developing techniques to make an impression on the reader
- How to write good beginnings and endings
- Bringing your writing to life – making it visually appealing

Writing to Persuade

- Exploring ways to persuade and influence
- Encouraging and convincing the reader to follow your train of thought or argument
- Anticipating and addressing objections positively

Email etiquette and email best practice

- Email etiquette – the do's and don'ts of email sending.
- Rules and standards for better emails.
- When to use the telephone or face to face conversations instead of an email.

Application: Learning summary

- Participants work individually to summarise their personal learning points

Personal practice held regularly during the course

This is a practical session with one-to-one consultation with colleagues and the course trainer.