

BUSINESS WRITING SKILLS

“Improve your written communication and write faster, clearer, more impressive documents.”

Overview

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

Key points include:

1. How to improve almost any document or email by using a style that radiates competence and courtesy, that will save you and the reader time.
2. Techniques for editing and proof-reading, plus how best to structure more formal documents, emails, and reports.
3. Writing with style and flair; email etiquette

Who will benefit?

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, and proposals.

Learning objectives include:

- How to master the ABC principle of Accuracy, Brevity and Clarity.
- Learn the four stages of writing and understand how different stages of the writing process
- How to write any document or email allowing for the audience and your objectives.
- Applying a ‘plain English’ style that radiates competence and courtesy and that saves time.
- Apply the seven ways of writing with flair and style.
- Editing techniques and skills practice to get your documents right the first time.
- Proofing reading techniques and skills practice.

About the trainer and course format

This course will be delivered by an experienced trainer with real expertise and knowledge in all aspects of business writing. It will be informal, engaging and include many practical activities.

Live online half-day training course: price: £95 plus VAT per person.

£195 per person for one-day classroom workshop, minimum three participants, plus travel costs.

email@brilliantcs.co.uk

Business Writing Skills - Course Outline

- *PDF reference manual*
- *Interactive and engaging*

Developing the right content, tone, and style

- 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

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 with style and flair

- How to structure and organise your document
- Encouraging and convincing the reader to follow your train of thought or argument.
- Making your point in an engaging and entertaining way.

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.

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