

1 DAY

WRITING SKILLS FOR BUSINESS



BUSINESS SKILLS COURSE

LEARNING OUTCOMES

- Implement a prewriting plan in order to meet the desired objective of the correspondence.
- Apply professional layout, format and development of content.
- Use words and phrases that will improve the comprehension of your message and ensure a positive tone.
- Adopt techniques to proof your document for spelling, punctuation and grammar.
- Use the four-step writing process as a framework for business correspondence.

CORE COMPETENCIES

- Business Acumen
- Written Communications
- Creativity

COURSE OVERVIEW

As with any form of communication, the way you write is influenced by many variables including your unique knowledge, interests, skills, personality and emotions. This course will help you plan, organise and structure a range of business communication formats while giving you the opportunity to expand your personal writing style.

TOPICS COVERED IN THIS COURSE

Overview

- Business writing in the AI world - why it is important to write well when AI can produce content
- Principle of writing for business purposes.
- Personal needs analysis on writing.

The four-step writing process

- A framework to work from when writing any business document.

Planning to write

- Tools for planning and idea generation, including constructing a mind map, brainstorming with AI and how to make a flowchart.

Writing the draft

- Develop visually appealing layout and format for message clarity.
- Using well known formula for common messages such as delivering bad news or BLUF lines.

Editing and revising

- Ensure you have addressed your purpose from the reader's perspective and avoid common pitfalls.

Words and language

- Review the voice, tone and style of language to ensure clarity and simplicity and meet the purpose.

Ensuring a positive tone

- How using positive words and phrases lifts the tone and removes some of the associated negativity.

Proofreading

- Suggested techniques for proofreading your document to ensure you make the right impression.
- How to improve spelling and punctuation.
- Common word confusion.

Introduction to short reports

- Understand the typical components of a short report and how to apply the four-step writing process.