

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

Principles of business writing

The three main principles you need to consider.

Personal needs analysis

Identify opportunities for improving your business writing.

The four-step writing process

A framework to work from when writing any type of document.

Planning to write

Tools for planning and idea generation, including constructing a mind map and making a flowchart.

Writing the draft

Ensure the layout and format of your document is visually appealing so your message is clear.

Developing content

Ensure your message is concise, with the right level of detail and a logical flow from one point to another.

Developing the message

A framework and formula for delivering good news or bad news, or making a request.

Edit and revise

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

Word and language

Use 'plain English' business writing methods to ensure your document is simple and direct.

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.

Punctuation and spelling essentials

Tips to improve your spelling and punctuation over time.

Introduction to short reports

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