

BUSINESS WRITING (REF:OTSBW001)



Duration: 3 DAYS

Overview

Clarity is the most important characteristic of good business writing and the key to ensure messages are understood, and appropriate actions taken. In a modern work environment, this largely includes emails, but could also effective business writing in memoranda, faxes, letters, minutes, procedures and reports. All have their own format, style and approach.

In this course, participants will develop a sense of how purpose, audience, and content affects writers' and readers' perceptions of written documents.

Objectives

By the end of this course successful participants will be able to:

- Plan, prepare and write business documents with increased confidence
- Use tools and techniques for writing success
- Select appropriate tone and style to gain cooperation and appreciation
- Ensure documents are structured and presented professionally
- Edit documents for the modern business environment

Training techniques

A variety of training techniques will be used including:

- Experiential learning
- Case studies
- Group learning and discussion
- Individual challenges
- Collaborative and competitive tasks
- Training videos
- Role plays and simulations

Resources

Participants will each receive the following materials:

- Course workbook
- Recommended resources

Course content

Day 1

English basics

- The parts of speech
- Tenses
- Punctuation
- Articles
- Writing numbers
- Commonly confused words
- US versus UK English

Types of business writing

- Memoranda
- Faxes
- Emails
- Letters
- Reports
- Meeting agendas and minutes
- Writing procedures

Business writing principles

- The ABC of business writing
- The Fog index
- Calculating the Fog Index
- Applying the Fog Index
- Business writing rules

Styles of business writing

- Choosing your style



Day 2

Preparation and planning

- Getting started checklist
- A structure to achieve action
- Phrases to avoid in business writing
- Sentences and paragraphs checklist
- Clearly defining the objectives of the document
- Purpose, audience and content
- Gathering factual information to assist in conveying your message
- Planning
- Organising thoughts/ material logically
- Simple structuring and presenting information in a logical sequence

The recipient

- Focusing on the reader's requirements
- Using the right approach and language – responding to complaints, giving information, getting action, etc.

•

Day 3

Writing formats

- Up-to-date business letter, memo and email formatting styles
- Choosing your format and style

Developing individual style of writing

- Writing in a clear, concise and professional business manner
- Avoiding redundant phrases, unnecessary jargon and clichés
- Identifying and correcting grammatical errors
- Proof-reading and editing

Action planning

- Committing to action through a written, goal-based plan to transfer skills and knowledge to day-to-day work

