

# Business Writing Skills



## Introduction

Success in today's organisation is closely related to the ability to communicate ideas and messages effectively and succinctly. Poorly written correspondence can have disastrous results for your organisation and waste valuable time and resources. By the end of this course, delegates will have developed the necessary skills to communicate ideas in a clear, concise and effective way. This course is highly practical to give delegates the opportunity to apply all the techniques covered.

## Who should attend

Individuals from all disciplines who are called on to communicate their ideas in written format.

## Duration

1 day

## Course Outline

### Writing - Fears and Hopes

#### Why is Writing Important

The purpose of writing

#### Fine Tune Your Writing

Four fundamentals  
Why, who, when, how of writing

#### Obstacle to Avoid

How to confuse  
Make Your Writing Clearer  
Exercise

### Use the Right Word

How do you choose  
Tone

### Most Frequently Misspelled Words

Grammatical rules  
What is correct

### Know Your Reader

Writing for different readers

### The Readability Test

Exercise  
Is your writing understood by the reader

## How to Make Notes

Mind-mapping  
Brainstorming

## The Writing Plan

How to get started

## Structuring Paragraphs

How long, how short  
Categorisation

## Report Writing

Why write a report  
The ten parts of a report

## Letter and Memo Writing

Business letters  
Business memos  
Should you be formal or not

## E-mail

## Group Exercise

## Personal Action Plans

## Course Summary



## How to Book

You can choose from the following options:

- ◆ Call our TRAINING CENTRE on 01189 778562
- ◆ Email us at our specially designated TRAINING CENTRE address:

[info@mass-trainingcentre.com](mailto:info@mass-trainingcentre.com)