

Course Outline

Business Writing Skills

Duration: 2 days

Learning Objectives:

By the end of this program, you will learn the techniques of good writing skills and will be able to deliver any business written communication in a clear and accurate manner.

Target Audience:

Anyone

Topics Covered:

- Module 1: Advanced writing skills
 - Session 1: Planning
 - Session 2: Writing
 - Session 3: Completing
 - Session 4: Writing routine, good-news and goodwill messages
 - Session 5: Writing bad news messages
 - Session 6: Writing persuasive messages
- Module 2: Business writing that works
 - Session 1: Principles and Fundamentals of Effective Business Writing
 - The 4 Cs
 - Negative Tone versus Positive Tone
 - Session 2: Common Errors in Business Writing
 - Words, Sentence, Paragraphs
 - Grammar
 - Tricky Homonyms
 - Session 3: Elements of an Effective Business Writing
 - Importance of Punctuation
 - Focus on the Reader
 - Corresponding under Stress
 - Session 4: Email Writing
 - Email Etiquette
 - Email Guidelines
 - Session 5: Letter Writing

➤ Module 3 Writing Reports

- Session 1: Basics of Report Writing
 - Definition of a Report
 - Characteristics of an Effective Report
 - Report Structure
 - Procedure for Report Writing
- Session 2: Planning
 - The Problem
 - The Purpose
 - The Possibilities
 - The Proposals
- Session 3: Writing
 - The Body
 - The Executive Summary
 - The Supplementary Material
- Session 4: Formatting, Revising and Proofreading
 - Structure
 - Writing
 - Layout