



Effective Business Writing

Workshop Duration: 2 Days
Facilitation in English

Workshop Description

Write for impact and influence! Learn to create clear, readable and persuasive business documents, including letters, briefing notes, proposals, reports and more...

This workshop will help you to produce better business writing in significantly less time. During the workshop, you will learn and apply planning techniques, tips and guidelines for writing clearly and concisely. You will review the rules of grammar and learn techniques to make your messaging more powerful and persuasive.

During the two days, you will get numerous opportunities to practice and improve your business writing. If you wish, you may bring samples of your work for review by the trainer on the first day of the course.

Who Should Attend

This workshop is for all employees and managers who write correspondence or prepare documents and would like to improve how they communicate.

What You Will Learn

- How to significantly decrease your writing time by applying planning and preparation techniques
- The structure and purpose of business letters, memos, e-mail, proposals and reports and how to use them effectively
- How to write with clarity, impact and persuasiveness
- What your own most common errors in grammar, spelling, punctuation, sentence structure and word usage are
- How to write concisely by eliminating unnecessary words
- The importance of understanding your reader's needs and interest and how to write to build a relationship with your reader
- How to write grammatically with an improved vocabulary

At the end of this workshop, you will be equipped to:

- Use planning and preparation techniques to significantly decrease your writing time
- Develop effective business letters, memos, e-mail, proposals and reports
- Write with a style and tone that reflects your corporate image
- Understand and engage your readers
- Express complex ideas and information simply, clearly and in plain English
- Use simple techniques to correct errors in grammar and layout
- Write with persuasion, clarity and impact
- Apply a critical attitude to your own and others' business writing

