

BUSINESS WRITING SKILLS



OVERALL OBJECTIVE

The Business Writing Skills Workshop aims to equip participants to communicate professionally at all times, through every written communication. (Serge, please complete with what appears in the website at the moment)

OUTCOMES

Participants will be able to:

- understand and make use of tools and approaches to assist in the written presentation of facts, ideas and opinions
- write business communications that have the desired impact on different target audiences
- empower decision-making with their written communication
- understand what professional documentation look like
- improve all their business documentation
- reproduce professional documentation

CONTENT

- Move towards a strategic orientation in your business correspondence
 - Strategically frame the issues
 - “Message” the issues appropriately for different audiences
 - Challenge the existing way of interfacing with customers or stakeholders so as to enhance the results achieved with written communications
 - Understand your audience and reasons for writing
- Structure your business correspondence
 - Create a strategic blueprint for preparation and delivery
 - Pre-determine master formats to be utilized for written communications
 - Choose layout and style
- Brush up on your business English skills
 - Understand the difference between written and spoken language
 - Distinguish between literal versus figurative language
 - Learn about the protocols of business English
 - Improve grammar and spelling
 - Extend your vocabulary
- Employ effective written communications
 - letters, memos, minutes, reports, CV’s, e-mails, faxes, agendas and filling in forms
 - Project a positive image through written communication