Course Outline

Professional Business Writing Skills

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Overview

In every organization the effective communication is dependent on successful Business Writing. Effective and efficient decision making - Some organizations take a while to write business letters, Proposals and emails, by which unresolved issues become a serious obstacle to deliver the business results. In contrast, effective and efficient business writing avoids and resolves these problems more quickly and satisfactorily, and once you have learnt how to do it, you will immensely boost your career and help your organization.

Training Objectives

After participating in our business writing course, you will be able to: -

- Gain a better understanding of common spelling & grammar issues in business writing.
- Review basic concepts in sentence & paragraph construction.
- Learn to use email professionally & effectively.
- Learn how agendas, email messages, business letters, business proposals, & business reports are structured in a professional environment.
- Master techniques for improved proofreading skills.
- Learn how peer reviews can help improve business writing skills.
- Gain valuable insight into international etiquette.

Who should attend?

This training course is designed for designed for all business professionals who write reports, letters, memos, emails, and other business correspondences.

All those who wish to improve their business writing skills.

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- Writing with Professional Impact Spelling, Grammar, Creating a Cheat Sheet.

- Creating Paragraphs with Persuasive Power the Basic Parts, Organization Methods.

- Writing Meeting Agendas and Minutes of Meeting.

- The Basic Structure, choosing a Format, Writing the Agenda and MoM.

- Professional Email and Email Etiquette.

- Addressing Your Message, Appropriate and effective use of 'Urgent', Make the most of your prime email-estate, Introduction – Body – Conclusion, Effective Subject lines: **Don't make me open the email to find out the purpose, do not make me scroll! -1-page view only, don't make me translate your sloppy language, don't make me read redundant words, 2 – 3 lines per paragraph, Salutation, Signoff and Signature, Corporate Communications Taglines, using 'Draft', Using 'Time Delays', Grammar and Acronyms, Email Style, Choosing a Style**.

- Writing Business Letters.

- The Basic Structure, choosing a Format, Basic grammar rules and language mistakes Writing the Letter.

- Proofreading and Finishing – Avoid the Cringe.

- Mind Mapping plans.

- Writing memo's.

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