Effective Business Writing

Who would benefit?

This workshop will help you improve the way you write business documents. Whether you are writing emails, letters, reports or minutes, it takes a lot of skill to communicate effectively. This is a fun interactive day with quizzes and exercises that will help you produce documents and emails that are clear, concise and effective; revise essential grammar points and express yourself using plain English.

Objective

Attend this course if you want to:

- Brush up on the basics of grammar, punctuation and spelling
- Learn how to write for different audiences, choosing the correct style, tone and level of vocabulary
- Know how to use plain English effectively
- Write effective emails and letters
- Create impact through your writing.

Content

- The basics of grammar for business
    - A refresher on punctuation, spelling and grammar
    - Using plain English
    - Paragraph and sentence structure
    - Writing with clarity and brevity

- Planning and preparation
    - Establishing the purpose of writing
    - Writing for your reader

- The structure and the tone
    - Using the SPEAK structure for emails and letters
    - Alternative beginnings and endings
    - Using positive language
    - Discussion on nNetiquette' (text speak/slang, etc)

Duration
One Day