



4D Training

## Letter Writing – Business Writing Skills

### Who would benefit?

Individuals from all disciplines who are called on to communicate their ideas in written format.

### Objective

Success in today's organisation is closely related to the ability to communicate ideas and messages effectively and succinctly. Poorly written correspondence can have disastrous results for your organisation and waste valuable time and resources.

By the end of this course, delegates will have developed the necessary skills to communicate ideas in a clear, concise and effective way. This course is highly practical to give delegates the opportunity to apply all the techniques covered.

### Content

- Written Documents
- The purpose of writing
- Advantages and disadvantages
- Fine Tune Your Writing
  - Four fundamentals
  - Why, who, when, how of writing
- Make your Writing Clearer
  - Avoiding clichés
  - Getting to the point
  - Active and passive tone
  - Spelling
  - Grammar
  - Punctuation
  - Sentence analysis
  - Tautology
  - Paragraphs and signposts
  - Categorisation
- Know Your Reader
  - Writing for different readers
- The Readability Test
  - How readable is your writing
- Preparation
  - Mind-mapping
  - Brainstorming
  - 10 step writing plan
  - Getting started
- Report Writing
  - Purpose of reports
  - Advantages
  - Why many reports fail
  - Preparation
  - Gathering material
  - Report structure – 11 sections
  - Content and presentation
- Letter Writing
  - Business letters
  - Business memos
  - E-mail

Practical Exercise

### Duration

One day