

Business Writing Skills 1

Can your teams consistently produce clear, concise and easy to read documents? Or does their writing sometimes lack focus and lead to miscommunication?

With this hands-on course, your teams will master the fundamentals of professional business writing. They will be able to effectively plan, structure and write a variety of documents that meet readers' needs. Plus, they will know how to choose the right words and adjust their tone to make a strong impact, motivating key stakeholders to respond and take action.



| Objectives | Benefits |
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| <ul style="list-style-type: none"> Write complete, focused documents that enable readers to take action | <ul style="list-style-type: none"> Participants will connect with stakeholders and achieve their objectives through efficient, effective, professional written communication |
| <ul style="list-style-type: none"> Produce clear, concise, accurate and coherent documents that are easy to understand quickly | <ul style="list-style-type: none"> Stakeholders will quickly understand all types of business documents, be able to respond appropriately and increase collaboration |
| <ul style="list-style-type: none"> Adapt word choice to match documents' formality to different audiences and contexts and better engage stakeholders | <ul style="list-style-type: none"> Your organisation will project a professional reputation through clear, targeted written communication that results in action and achieves goals |

- Establishing level course: build strong foundations
- No experience needed
- Minimum intermediate (B1) level English

Business Writing Skills 1 - Course outline

| Module | Competency |
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| Business writing essentials <ul style="list-style-type: none"> Using the POWER process and the 6 Cs Evaluating writing skills and setting personal goals | <ul style="list-style-type: none"> Set goals to improve business writing skills by analysing documents against criteria for effective performance |
| Ensuring your document is complete <ul style="list-style-type: none"> Identifying purpose, goal and audience Selecting content and making actions complete | <ul style="list-style-type: none"> Plan document content to ensure the reader has all the information they need |
| Coherent business writing <ul style="list-style-type: none"> Structuring content Linking sentences and paragraphs | <ul style="list-style-type: none"> Structure your documents logically so your messages are easy to follow |
| Communicating clearly in business writing <ul style="list-style-type: none"> Writing clear openings and headings Creating clear simple and specific messages | <ul style="list-style-type: none"> Write clearly to ensure documents are easy to understand and avoid miscommunication |
| Adapting formality to the business writing context <ul style="list-style-type: none"> Getting the formality and tone right Turning formality up and down | <ul style="list-style-type: none"> Adapt word choice to match documents' formality to different audiences and contexts and better engage stakeholders |
| Communicating concisely in business writing <ul style="list-style-type: none"> Making emails concise and readable Using strategies for reducing paragraph and sentence length | <ul style="list-style-type: none"> Write concise sentences and paragraphs to increase document readability |
| Correct business writing conventions and language <ul style="list-style-type: none"> Using formatting conventions Correcting grammar, spelling and punctuation | <ul style="list-style-type: none"> Use modern business writing conventions for document layout, formatting and language |
| Business writing mini-clinic <ul style="list-style-type: none"> Evaluating business writing skills against best practices Setting goals and action planning | <ul style="list-style-type: none"> Develop plans to achieve business writing goals in the workplace by selecting tools and techniques for effective performance |