

Business Writing Skills Workshop

Who will benefit

This workshop style event is suitable for everyone, at any level of organisation, whose job demands better communicating in writing. The workshop can cover the following areas:

1. Proposal Writing
2. Report Writing
3. Policy Writing
4. Web/Email Writing

The course includes many practical exercises, spaced regularly throughout the course, with delegates working on a selection of their own and other participants documents.

Overview

The overall purpose is to enable participants to improve the impact, clarity and accuracy of their business documents – both internal and external.

By the end of the course, participants will be able to:

1. Identify the purpose of writing your document – to you and the reader
2. Recognise and meet the needs of their readers.
3. Plan documents systematically and improve the layout, flow and structure.
4. Express the content more clearly, concisely and correctly.
5. Adapt the tone and style of writing to the circumstances.
6. Be able to proof-read and edit work effectively, using formal marks and techniques.
7. Improving visual layout, format and appearance.

Training methods

The sessions will include practice in applying particular skills, exercises in critical analysis, group and tutor review. Delegates are asked to send to the trainer before the course, and bring along, a selection of recent business documents. This is essential, as they will be needed for assignments during the workshop review sessions that are run regularly during the course. In this way, no matter what type of documents a participant produces, the course will be relevant and they gain specific instruction and feedback.

Business Writing Skills Workshops: Outline

Course Objectives	<ul style="list-style-type: none"> • Welcome and Introductions • The problems now - Group discussion
Writing better business documents	<ul style="list-style-type: none"> • What points to highlight/exclude • Starting off • Introductions • Conclusions • Executive summaries
Sales proposals rules and standards	<ul style="list-style-type: none"> • George Orwell's famous maxim • Why write? – clarifying your aim and objectives • Seven step method for better preparation • The three stage process for writing well • Different types of proposal structure • Grouping information for your reader
Proof-reading and editing	<ul style="list-style-type: none"> • The difference between proof-reading and editing • Proof-reading methods and strategies • Proof-reading marks and techniques • Training your eye for detail • Knowing what to look for
Effective Editing	<ul style="list-style-type: none"> • Grammar and English standards • Words – usage and spelling • Sentences – units of thought • Paragraphs – themes • Punctuation – spotting and correcting common errors • Say what you mean - active vs. Passive
How's your English?	<ul style="list-style-type: none"> • Grammar quizzes and punctuation test • Spotting spelling errors • Rephrasing jargons and clichés • Common error's and mistakes
Document layout	<ul style="list-style-type: none"> • House Style • Use of White Space • Fonts and effects
One-to-one workshops	<ul style="list-style-type: none"> • This is a practical session with one-to-one consultation with colleagues and the course trainer. These are held at key points consolidate the learning from different sessions.
Course summary	<ul style="list-style-type: none"> • Summary of Key Points and action plans