



# BUSINESS Writing Skills

## Course Introduction:

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This course is the ideal way to learn the skills of how to write effective reports that are easy to understand, and show consistency and professionalism. The guidelines presented can be used for writing a range of different types of reports.

This course will give you a systematic and easy to understand approach to report writing, and also help you choose the most effective layout and presentation style.

## Course Objectives:

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**By the end of the program, participants will be able to:**

- Utilize the '7 C's of Business Writing
- Understand how to ensure email is used professionally and effectively
- Know the basic structure of agendas, email messages, business letters, business proposals, and business reports.
- Know tips and techniques to use when deciding the most appropriate format to use for agendas, email messages, business letters, business proposals, and business reports.
- Gain an overview of Request for Proposals, Projections, Executive Summaries, and Business Cases.
- Define proofreading and understand techniques in improving proofreading skills.
- List guidelines in printing and publishing business writing.

## Who Should Attend?

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For all employees who are responsible for preparing business and technical reports as part of their job.

## Course Outline:

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### **DAY ONE**

#### **The Seven C's of Business Writing**

- Care - take pride in work
- Clear - easy to understand
- Correct - the right words
- Concise - Is it too wordy
- Creative - different styles
- Complete - check the 5 W's
- Courteous - be professional
- Keep reader's needs in mind

## **Controlling Office Technology before It Controls You**

### **Structuring Business Communication**

- Communication Basics
- Defining your Message
- Analyze your Audience
- Structuring your Message

### **Developing a Business Writing Style**

- Roles of Written Communication
- Good Written Communication
- Communication Checklist
- Develop an Effective Writing Style

## **DAY TWO**

### **Professional Email and Email Etiquette:**

- Addressing Your Message
- Appropriate and Effect use of 'Urgent'
- Make the most of your prime email-estate
- Introduction – Body – Conclusion
- Effective Subject lines:
  - Tell me what you want from me – in 1line
  - Don't make me scroll!
  - Don't make me translate your sloppy language
  - Make it simple and fast to read
  - Don't make me read redundant words
- Salutation
- Signoff and Signature
- Corporate Communications Taglines
- Using 'Draft'
- Using 'Time Delays'
- Grammar and Acronyms
- Email Style

### **Writing for Special Circumstances**

- What is Tactful Writing?
- Rules for Tactful Writing
- Writing a Bad News Letter

- Why the Need for Persuasive Writing?
- Strategies for Persuasive Writing
- Writing a Persuasive Letter

### **Writing Meeting Agendas**

- The Basic Structure
- Choosing a Format
- Writing the Agenda

## **DAY THREE**

### **Writing Proposals**

- The Basic Structure
- Choosing a Format
- Writing the Letter

### **Writing Reports**

- The Basic Structure
- Choosing a Format
- Writing the Letter

### **Other Types of Documents**

- Requests for Proposals
- Projections
- Executive Summaries
- Business Cases

### **Writing with Professional Impact**

- Spelling
- Grammar
- Creating a Cheat Sheet

## **DAY FOUR**

### **Writing Business Letters**

- The Basic Structure
- Choosing a Format
- Writing the Letter

## Developing Oral Communication Skills

- Guidelines for Effective Oral Communication
- Planning
- Key components to Enhance Oral Communication
- Elements of Good Oral Communication
- Principles of Effective Speeches
- Speech Styles or Delivery Formats
- Active Listening and Observation

## DAY FIVE

### Doing Business on the Telephone

- Telephone Etiquette
- Answering the Telephone Courteously
- What to Tell the Caller
- Handling Rude or Impatient Callers
- Screening Calls
- Taking Messages
- Telephone Fundamentals
- End Conversation Gracefully
- Checking Messages and Returning Calls

### Proofreading and Finishing - Avoid the Cringe

- A Proofreading Primer
- How Peer Review can help
- Printing and Publishing

## Course Methodology:

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**A variety of methodologies will be used during the course that includes:**

- (30%) Based on Case Studies
- (30%) Techniques
- (30%) Role Play
- (10%) Concepts
- Pre-test and Post-test
- Variety of Learning Methods
- Lectures
- Case Studies and Self Questionnaires
- Group Work

## Course Fees:

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**To be advice as per course location.** This rate includes participant's manual, Hands-Outs, buffet lunch, coffee/tea on arrival, morning & afternoon of each day.

## Course Certificate:

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**International Center for Training & Development (ICTD)** will award an internationally recognized certificate(s) for each delegate on completion of training.

## Course Timings:

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### Daily Course Timings:

08:00 - 08:20	Morning Coffee / Tea
08:20 - 10:00	First Session
10:00 - 10:20	Coffee / Tea / Snacks
10:20 - 12:20	Second Session
12:20 - 13:30	Lunch Break & Prayer Break
13:30 - 15:00	Last Session

