



4D Group

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

- Writing: fears and hopes
- Why is writing important
- The purpose of writing
- Fine tune your writing
- Four fundamentals: the why, who, when, how of writing
- Obstacle to avoid
- How to confuse
- Make your writing clearer
- Choose and use the right words
- Tone
- Most frequently misspelled words
- Grammatical rules
- What is correct
- Know your reader
- Writing for different readers
- The readability test
- Is your writing understood by the reader?
- Make notes and mind-mapping
- Brainstorming
- The writing plan
- How to get started
- Structure long and short paragraphs
- Categorisation
- Report writing: the ten parts
- Letter and memo writing
- Business letters and memos
- Formal vs. informal
- E-mail
- Personal action plan

Duration

One day