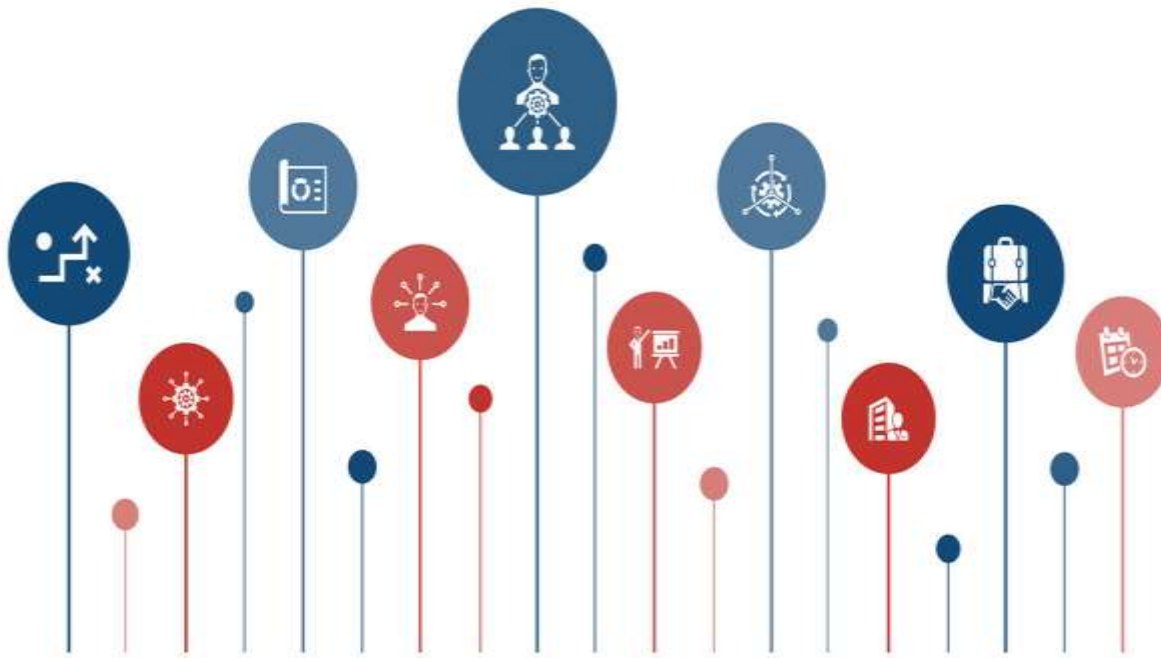


ADMINISTRATION

CREATIVE CONCEPT



Advanced Business Writing Skills

Website: www.btsconsultant.com

Email: info@btsconsultant.com

Telephone: 00971-2-6452630

Advanced Business Writing Skills

Introduction

To many people, business writing and report writing is a daunting task and a chore. But these are career skills, - there are many jobs where the ability to produce a good report and/or high quality business letters and communication is a pre-requisite for success.

Managers today are called upon to write many reports and written documents, and these demand skills of organization and expression, in which very few receive training

If you are able to present a well thought-out document, then people are more likely to want to read it, and take notice of what it says.

The basis of reporting, whether verbally or in writing, is effective communication. Our training will deal with effective communication and presentation, focusing on the written word, and then with the skills of Business Writing and Report Writing.

Key Objectives

At the end of this programme, the participants will:

- Understand the key concepts of Business Writing
- Understand the communication process and barriers to communication, particularly in relation to the written word.
- Explore and understand best practice in the art of business writing, including business letters, memoranda, and reports.

- Explore the concepts of Presentation Skills in business writing
- Understand the critical need of preparation and planning in business writing
- Understand the concept of corporate image and corporate identity and role of business writing.

Participants will be guided through the course syllabus and will actively take part in numerous individual and group discussion, exercises, and role-play so that they will understand and practice their skills.

Course Outline

Module 1 an Overview on Written Business

- Introduction
- Discussion: What kinds of Business Writing do you do?

Exercise: Difficulties we face in our Business writing.

- Effective Business Writing
- Top Tips for Business Writing
- Six Rules of Good Communication
- The Advantages and Disadvantages of Written Communication.
- The Differences Between Written and Spoken English
- Knowing What Irritates Readers

Exercise: Punctuation 1

- Major Blocks to Good Writing

Exercise: Spelling

Module 2 Style and Purpose

- General Principles of Good Writing
- The Five "C"s of Good Writing
- Five Golden Rules & Other General Tips
- Analyzing Your Purpose
- Analyzing the Reader's Requirements and Expectations
- Positive v Negative Writing Styles
- Avoiding Common Mistakes
- Objective & Impersonality

Exercise: Punctuating for Clarity

Exercise: Spelling test

Exercise: Using Colons and Semi-Colons

Module 3 External Business Letters and Faxes

- The Importance of First Impressions
- How Readers Read Letters
- Standard Elements of Letters
- The Opening, Development and Closing of the Message
- Setting the Right Tone
- Models for Common Types of Business Letters
- What is the Difference between a Letter and a Fax?
- Guidelines for Effective e-mailing

Exercise: Writing in Paragraphs

Exercise: Writing in Sentences 1

Module 4 Internal Memos and Emails

- The Flexible Memo
- Improving Your Memo Image
- Structuring Your Memo
- Choosing an Appropriate Memo Style
- Guidelines for Effective Emails

Exercise: Writing a short Report

Exercise: Using the Apostrophe

Module 5 Reports - What Are They?

- A Guide to Report Writing
- Types of Report
- Why Do We Write Them?
- Three Common Misconceptions About Writing
- What Distinguishes a Good Report from a Bad one?
- Audience-Oriented and Understanding

Individual Assignment: Writing a one-page report

Module 6 Review Action Planning

- What are you going to put into Action?

- Discussion on current Business Writing in Our Company