

# Professional Business Writing Skills

*"Good writing is clear thinking made visible."* William Wheeler

Writing is an essential method of communication for most of us, yet for many it's an area that we struggle with. Poorly written emails, memos and reports sent within the organisation can be misleading, confusing, unhelpful and impact performance. Poorly written communication to customers can also significantly impact how they view you as a company.

Our Professional Business Writing Skills workshop will give participants a refresher on basic writing concepts (such as spelling, grammar and punctuation), but, even more importantly, will give them essential skills and techniques to write clear, concise and persuasive emails and reports to impress any reader!



## Course Objectives and Content

### KEY LEARNING OBJECTIVES

1. Clear understanding of the importance of professional business writing.
2. Ability to write plain English; clear, concise and convincing.
3. Confidence to write emails that have clear purpose, lead with the main message and are structured well.
4. Improved accuracy of punctuation, grammar and spelling.

### WHO IS THIS FOR

This course is suited for everyone in any organisation!

### COURSE CONTENT

1. Getting started on writing. Why is it important? Why is it so challenging?
2. Writing plain English 1; keeping words simple and sentences short.
3. Writing plain English 2; use of active tense, 'we' and 'I' and avoiding nominalisations.
4. Practice makes perfect; reviewing and improving our emails.
5. The 5 step planning process explained in detail.
6. Spelling and grammar; the basic rules.
7. Writing paragraphs; good structure and content.
8. Writing reports; brief introduction to good practice.
9. Proof reading and editing; best practice and techniques.
10. Practice makes perfect; reviewing and improving our written work.

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