



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 ind-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