

## Course Outline - **Business-Writing Skills**

Description:	Success in today's organisation is closely related to the ability to communicate ideas and messages effectively and sufficiently. Poorly written correspondence can have disastrous results for your organisation and waste valuable time and resources
Objectives:	At the end of the course delegates will have developed the necessary skills to communicate ideas in a clear, concise and effective way. The course is highly interactive.
Pre-Requisites	No previous knowledge is required
Duration:	One day

### **Introduction**

Why do we need them?  
What's in it for me?

### **Setting the Objective**

Why set an objective?  
Setting the objective  
Write the right document

### **Discover your Audience**

Demographics  
Attitudes, values and interests  
Situation  
Gathering the information

### **Using Plain English**

General approach  
Use everyday English  
Be politically correct  
Explain new ideas clearly  
Phrasing and sentences  
Word, sentence & paragraph lengths  
Vocabulary and spelling  
Abbreviations  
Punctuation

### **Basic Writing Skills**

#### **How to Make Notes**

Brainstorming  
Main maps

#### **Outlining**

Outline format rules

#### **Making it Look Readable**

Spacing  
Margins  
Headings

#### **Report Writing**

Why do we write reports?  
Collecting the information  
What to include?  
The structure

#### **The Power of Persuasion**

The psychology  
Show you're on their side  
Lead them over to your side

#### **Business Letters, Memos and Emails**

