

Professional Business Writing

About the Workshop

Effective writing is a powerful tool in the business environment. Learn how to articulate your thoughts in a clear and concise manner that will allow your ideas to be better understood by your readers. Improve your business writing skill by learning to select and use appropriate formats for your audience, use the correct medium and adjust your writing style accordingly, as well as identify your objective and communicate it clearly. You'll also learn to spot, correct and avoid the most common writing pitfalls, and gain valuable experience analyzing, writing and revising a wide spectrum of business documents. From a simple interoffice memo to important business emails, learn how to put good business writing to work for you.

Learning Objectives

Upon completion of workshop participants will be able to:

- Write effective business communication
- Improve their use of words, sentences and paragraphs
- Write better emails
- Edit and proofread business documents
- Make their written communication visually appealing

Target Audience

This course will appeal to a wide range of audiences and is intended for anyone who communicates by writing in a professional setting. Participants are expected to have at least a basic knowledge of the English Language.

Topics Covered

- 1. Introduction to Business Writing**
 - a. Self-Analysis
 - b. How people communicate
 - c. Why is writing so hard
 - d. When do you communicate in writing
 - e. Writing; A two-way process
- 2. Preparing to write**
 - a. Writer's Block
 - b. Coping with Anxiety
 - c. Writing Strategy
 - i. The Audience
 - ii. The Scope
 - iii. The Purpose
 - d. Tonality in Writing
 - e. Generating Ideas & Brainstorming
 - i. Free Writing
 - ii. Brainstorming
 - iii. 5 Wives 1 husband
 - iv. Clustering and Mind Mapping
 - v. Cubing
- 3. Organizing Ideas**
 - a. Cause & Effect
 - b. Problem Solution Pattern
 - c. Comparison (Pro & Con)
 - d. Chronological/Sequential Order
 - e. Spatial Order
 - f. Order of Importance
 - g. Creating an Outline
- 4. Writing**
 - a. Following the outline
 - b. Formal vs. Informal Writing
 - c. First Draft Goals
 - d. Opening and Closing Messages
 - e. Words, Sentences and Paragraphs
 - i. Negative vs. Positive wording
 - ii. Sexist Language
 - iii. Clichés
 - iv. Jargon
 - v. Active and Passive Voice
 - vi. Parallel Construction
 - vii. Paragraph Components
 - f. Letters

- g. Email
 - i. Email Basics
 - ii. Advantages and disadvantages of email
 - iii. Email, to use or not to use?
 - iv. Email Features
 - v. Email Etiquette
 - h. Memos
 - i. Notes & Minutes
 - j. Reports
- 5. Editing & Proofreading**
- a. Detail
 - b. Language
 - c. Tone
 - d. Organization
 - e. Correctness
 - i. Punctuation
 - ii. Spelling
 - iii. Grammar
- 6. Formatting and Making it Visually Appealing**
- a. Headings & Subheadings
 - b. Bullets & Numbers
 - c. Typeface & Font
 - d. Margins & Pages

Methodology

- Learning Concepts/Presentations
- Group Activities and Discussions
- Tips and Tools
- Individual and Team Exercises
- Role Plays/Case Studies
- Educational Videos
- Action Plan to ensure Application of the Learning

Duration: 12 hours

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