

# EFFECTIVE BUSINESS WRITING



## Module One - The Challenges & Pitfalls of Written Communication

- ▶ Barriers to Effective Written Communication
- ▶ Good Communication Model

## Module Two - Preparation & Planning

- ▶ Key Planning Stages
- ▶ Know Your Audience & Understand Your Reader
- ▶ Setting Objectives to Achieve Results
- ▶ Preparing an Outline

## Module Three - The Stages & Structure of Business Writing

- ▶ The 4 Key Elements of a Document
- ▶ Writing Strong Starts & Closes
- ▶ The ABCs of Written Communication
  - Accurate, Brief & Clear

## Module Four - Image & Impact

- ▶ Getting the Tone Right
- ▶ Using the Appropriate Words & Phrases
  - Projecting a Positive Message
  - Passive vs Active Language
  - Unnecessary Words & Jargon
- ▶ Word Power - Writing in Plain English

## Module Five - Grammar & Punctuation

- ▶ Commonly Confused Words
- ▶ Common Punctuation Problems

## Module Six - Written Communication Types

- ▶ Letters
  - Passing on Good News
  - Requesting Action or Information
  - Passing on Bad news
  - Selling an Idea, Product or Service
  - Responding to Complaints
- ▶ Email Do's & Don'ts
- ▶ Email Protocols & Etiquette Rules
- ▶ Reports - An Overview
  - Objectives
  - Structure & Layout
- ▶ Proposals

**Course Duration: 1 Day**

**Price Per Delegate: £345**  
(Public Scheduled Course)

**Price Per Course: £1,245**  
(On-Site at Customer Premises)

### Suitable For:

Anyone who needs to communicate more effectively in writing with accuracy, style and impact.

### Learning Outcomes:

Recognise the challenges and skills of effective written communication. Write clear, concise, well structured business documents, using the appropriate language and correct punctuation and a presentable and stylish layout.

### Course Preparation:

If possible, it is an excellent idea for delegates to bring examples of the types of written business communication that they will be required to do following their attendance on the course.