Effective Business Writing

Duration: 1 Day
Method: Instructor-Led Training (ILT) | Live Online Training

Course Description

Though businesses increasingly rely on technology, technological skills alone do not guarantee success in the workplace. You must still develop your ideas, express them clearly, and persuade others of their viability. This course offers effective strategies to sharpen your writing skills by structuring your ideas logically, exercising diplomacy in letters and reports, and shaping your arguments.

In contemporary business environments, information overload makes it necessary for you to communicate clearly and concisely. Trying to make sense of a disorganized email message can be frustrating given the number of emails you have to answer daily. By analysing your audience, organizing your writing, and employing effective persuasive techniques, your writing will make an impact

Target Audience

This course is intended for:

- Persons who need to write clearly and concisely in a professional environment.

Prerequisites

To attend this course, candidates must have:

- *Grammar Essentials (Second Edition)*
- *Microsoft® Office Word 2016: Part 1*
- *Microsoft® Office Outlook® 2016: Part 1*

Microsoft Partner

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Course Objectives

Upon successful completion of this course, attendees will be able to:

- Identify techniques to write effective business communication.
- Write electronic communication that is clear, concise, and appropriate in a business context.
- Apply the writing principles you have studied to specific business situations and learn to address the needs of a particular audience.
- Use your writing and diplomatic skills to create formal business letters.
- Use basic persuasive strategies that will allow you to plan and deliver effective proposals.

Course Topics

Lesson 1: Writing Effective Business Communication

- Write Strong Sentences
- Organize Your Content
- Analyse Your Audience

Lesson 2: Writing Email and Other Electronic Communication

- Write an Email
- Write Instant Messages and Text Messages

Lesson 3: Writing Common Business Documents

- Write an Internal Announcement
- Write a Routine Request
- Write a Response to Routine Requests
- Write a Complaint
- Write a Positive Response to Customer Complaints
- Write Bad-News Messages

Lesson 4: Writing a Business Letter

- Write a Business Letter
- Write a Thank-You Letter

Lesson 5: Writing Business Proposals

- Persuade Your Audience
- Write an Executive Summary
- Use Visuals

ACTIVITIES INCLUDED

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