

# Business Writing Skills & Writing Emails

## Who Would Benefit

All employees engaged in executing the written word to anyone inside or outside the organisation.

## Course Overview

The delegate will learn how to produce accurate, inspiring and powerful report writing, memos, emails and general written work. This program is designed for anyone who has the responsibility to put together written reports and communication in any format that needs to be crisp, clear and readily understood by the recipient. The course will help to formalise the style of writing for those without previous formal training and transform over complicated and academic styles into concise, succinct and reader friendly communications.

CPD Points: 6

Course Category: Management & Leadership

Recommended No. of Days: 1

Course Location: To be determined

## The Course Includes:

- Establishing the form of written work
- Defining the purpose
- Anticipating reader response
- Establishing layout
- Defining tone & style
- Use of language
- Punctuation & grammar
- Preparation
- Key messages
- Structure
- Letters / reports
- Writing e-mails appropriately

This program can be tailored to emphasise writing for sales, business, letters or report writing.

## Learning Outcomes

At the end of this program the delegate can:

- Clearly define written objectives, structure and outcomes
- Write concisely and accurately, avoiding the need for re-writing documents
- Demonstrate how to use mind mapping as a creative writing tool
- Give examples of good language and grammar
- Write persuasively to make an impact and elicit desired response