

Training Program

**EFFECTIVE BUSINESS
WRITING SKILL**



Introduction

Overview

This course provides a solid foundation in business writing skills and the production of typical business management documents. Participants are given the tools to write better contract proposals, business plans, executive summaries, recommendation reports and internal business communications.

Duration

3 – days workshop

Program Objectives

Learning Objectives

By the end of the course participants should be able to:

- ❖ Develop writing skills to convey a credible message
- ❖ Compose concise messages using a structured writing process
- ❖ Adapt your writing to your audience's needs
- ❖ Fine-tune language to improve persuasiveness and impact
- ❖ Enhance email communication by creating clear messages

Target Audience

This course is intended for those as below:

- ❖ Professionals at all levels who want to improve their business-writing skills.

Training Content

Module 1: Why Good Business Writing Matters

- ❖ Key benefits for the business
- ❖ Increasing your business effectiveness
- ❖ Identifying key communication problems

Module 3 : Planning for Your Audience

Adapting to audience needs

- ❖ Contextualizing your writing
- ❖ Eliminating barriers between you and your readers

Leveraging different communication styles

- ❖ Deciphering clues to style preferences
- ❖ Responding and relating well to your readers

Module 2 : Supporting Business Objectives

The benefits to the writer

- ❖ Enhancing your professional image
- ❖ Improving career choice

The business writing process

- ❖ Breaking writing down into a clear process
- ❖ Scheduling tasks for completion

Module 4: Structuring Your Documents

Identifying the macro structure of business documents

- ❖ Handling the business document paradox
- ❖ Classifying different types of business documents

Developing the micro structure template

- ❖ Recognizing key topics
- ❖ Structuring raw material
- ❖ Organizing information to highlight gaps

Module 5 : Writing Reports that Address Business Problems

Recognizing the business impact

- ❖ Defining the criteria for a quality business document
- ❖ Identifying the business impact of the problem
- ❖ Demonstrating the value of confronting the situation

Recommending solutions

- ❖ Conducting effective research
- ❖ Applying decision-making criteria
- ❖ Tying your recommendation to the organization's mission

Module 7: Writing to Persuade Your Readers

Honing your writing to improve persuasiveness

- ❖ Tying your writing to the decision-making process
- ❖ Making credible claims
- ❖ Avoiding oversimplification
- ❖ Influencing your audience to value your ideas
- ❖ Creating an effective Executive Summary

Presenting information

- ❖ Improving bulleted lists by showing words in tables
- ❖ Highlighting alternatives to aid rapid decision-making
- ❖ Prioritizing business solutions
- ❖ Countering opposition

Module 6 : Highlighting Benefits to Your Readers

Facilitating your readers' understanding

- ❖ Managing paragraphs using topic sentences
- ❖ Incorporating your readers' words
- ❖ Avoiding synonyms

Ordering your information

- ❖ Writing effective headings
- ❖ Reducing inferential load
- ❖ Structuring sentences to signal benefits

Module 8: Saying What You Mean in E-mail

Writing clearly

- ❖ Prioritizing your subject
- ❖ Optimizing word choice
- ❖ Differentiating between active vs. passive voice
- ❖ Eliminating pronouns and modifiers










Writing concisely

- ❖ Choosing a style appropriate for audience and context
- ❖ Revising to heighten impact

A professional approach to e-mail

- ❖ Respecting readers' time, interest and ability to focus
- ❖ Extinguishing flame wars
- ❖ Crafting relevant subject lines

Key Features

-  24 hours of high quality learning
-  Course completion exams
-  Quizzes in the end of each chapter
-  Apply the knowledge and technique to handle the role
-  3 Real life exercises and case study
-  Invited to our professional community
-  Learn from experience and passionate trainers
-  Certificate of Completion
-  Quick reference card, toolkits

