

Business Writing Skills

This business writing course is ideal for anyone who wants to improve their writing skills and get better results from their communications.

The ability to express yourself clearly in writing is one of the most important skills in business. We'll introduce you to tried and tested structured writing techniques that will help you plan and write effective emails and short business documents that get the results you need.

Snapshot

Duration: 1 day

Learning Outcomes

At the end of this program you will be able to:

- Analyse and plan a document
- Apply the Structured Writing approach to writing
- Create a document outline and sequence it appropriately
- Write effectively using plain language
- Present information appropriately
- Identify strategies for writing efficiently
- Edit documents

Course Content

Setting the Context

- Introduction
- What is effective business writing?
- Current trends in business writing
- Is writing appropriate?

Analysing and planning

- Planning
- Identifying your purpose and intended outcomes
- Analysing your readers

Structured writing - design guidelines

- What is structured writing?
- Structured writing in action E
- Elements of structured writing
- Design guidelines
- Chunking guideline
- Advance organiser guideline
- Consistency guideline
- Proximity guideline

Structured writing - units of information

- Units of information
- Bites
- Bite headings
- Types of bite headings
- Topics
- Topic headings

Creating an outline

- Identifying your content
- Reader focused dialogue approach
- Templates - instant outlines
- Examples of outlines for standard documents
- Alternative approaches to creating outlines
- Apply structured writing to emails

Writing guidelines

- Plain language
- Choosing the right words
- Using the right tone
- Sentence construction

Layout

- Presenting text
- Presenting tables
- Presenting graphics and charts

Writing tips

- The need for speed
- Tips for being efficient

Editing your document

- The editing stage
- Editing against your plan
- Editing for structured writing
- Editing for readability
- Proofreading