

1 – 2 Day Programme

This programme gives participants the tools to create effective and professional written business communications. It is for individuals who want to develop their existing business writing skills to achieve their business objectives first time, every time.

This programme is based on our 4 stage business writing process and provides individuals with lots of opportunities to put the techniques that they cover into practice. Experienced trainers provide feedback and ideas for improvement as each participant progresses through the workshop.



Programme Content

- The principles of effective written communication
- The importance of written communication in business transactions
- Identifying the purpose of documentation and the needs of the reader
- Structuring written documentation to meet reader requirements
- Using high impact business language to communicate information and sell ideas
- Techniques for creating professional:
 - Letters
 - Reports
 - E-mails
 - Business Communication

Additional Benefits

Participants attending this programme will receive:

- A full colour reference manual
- An effective business writing checklist and toolkit pack

Business Benefits

By the end of the programme participants will be able to:

- Use a structured process to write professional business communications including letters, emails, reports etc.
- Identify the purpose / objective of each communication and structure documents appropriately
- Use clear and concise business language to increase the impact of key messages
- Adjust the style of documents to meet the needs of the audience (internal & external)
- Use professional communication to respond effectively to customer complaints and queries
- Use key IT tools to assist in checking spelling, vocabulary and grammar

Testimonials

“A fantastic workshop — very practical and focused on getting communication right the first time”

“Loads of tips to take away, I have a list of changes to make to my current communications that I know will have an immediate and positive impact on my customers — thanks!”