



■ Hands on Business Writing Skills

In this practical writing workshop, we will use a unique approach to illustrate to you how to write clearly and effectively.

The 6 Brush Strokes of Writing

The method used can be easily applied to all forms of business communication.

Objectives

- Strengthen writing skills that enable learners to compose targeted messages and write compelling winning documents
- Improve document comprehension with polished revision and editing skills
- Develop a reader centred, clear multi-dimensional writing style that drives your business

The Result:

- Greater Business Efficiency
- Improved Bottom Line
- A higher Level of Customer Satisfaction
- An Enhanced Professional Corporate Image

Course Content

- Kick starting with pre-writing
~ *generating ideas / planning your audience and purpose*
- Drafting and Revising
~ *overcoming writer's block / organising information*
~ *choosing an appropriate 'voice' for your audience*
- Applying the fundamentals
~ *word choice / sentence fluency*
- Getting things right
~ *identifying the common pitfalls / editing and correcting*
~ *determining the level of correctness*
- Presenting
~ *form and layout*

Course Methodology

It is fully interactive and features a number of highly practical exercises that will stimulate interest and emphasise the numerous learning points.

The programme is closely tailored to the learners' choice of documents. Select one only. Options available are:

- Keeping business on track
- Crafting powerful reports
- Producing winning proposals
- Authoring a solid business plan

Who Would Benefit?

- Managers at all levels

Special Features

- Scheduled follow-up
- Certificates upon satisfactory completion of the course

