

# Professional Written Communication (2) days

## Overview

Organisations and individuals establish their credibility with professional and well-written communication. This two-day course provides delegates with immediate and practical guidance on how to communicate effectively and professionally through written communication. From planning and grammar to tone, style and final proof reading delegates will quickly develop their writing skills and confidence in order to improve emails, letters and memos.

Delegates are encouraged to bring with them written examples to receive personal feedback from the trainer.

## Who Should Attend?

An introduction to business writing for individuals who are looking to save time and produce accurate and professional business correspondence with confidence.

## Outcomes

By the end of this course you will be able to:

- Plan, prepare and write with greater confidence.
- Construct letters, memos and emails that get results.
- Produce written communications that relay your message to the recipient in a positive, professional and persuasive manner.
- Save time and handle correspondence with less instruction.
- Adapt your writing style to suit the nature of the correspondence whilst achieving clarity and brevity.
- Write accurately and professionally, avoiding unnecessary jargon or cliché & eacute;s.
- Avoid common errors and use sentences, paragraphs and punctuation correctly and effectively.
- Analyse and edit your work quickly and constructively, and adopt effective proofreading techniques.

## Content

### The Principles of Effective Business Writing

- Types of business documents: letters, emails, facsimiles and minutes

### Avoiding Common Problems

- The rules and reasons for grammar - avoiding common pitfalls
- Building better sentences - using punctuation to aid understanding
- Vocabulary, spelling, jargon and slang
- Formal words, proprietary names, copyright

## **The Recipient**

- Focusing on the reader's requirements
- Using the right approach - responding to complaints, giving information, getting action, interesting customers etc.
- Creating an impact - getting and maintaining the reader's attention
- The use of 'action words' to inspire positive response and results

## **Preparation and Approach**

- Clearly defining the objectives of the document
- Gathering factual information to assist in conveying your message
- Organising your thoughts/material logically
- Simple structuring - the T.I.P.E. approach

## **Styles of Writing and Being Persuasive**

- A 'reader-friendly' style - compelling openings and positive conclusions
- Informative, persuasive or assertive writing
- Imaginative use of vocabulary

## **Developing Your Style of Business Writing**

- Overcoming 'word inflation' and 'cutting out the waffle'
- Writing in a clear, concise and professional business manner
- Expressing yourself - conversational and appealing writing
- Enhancing your language skills and expanding your vocabulary

## **Constructive Self-analysis**

- Avoiding redundant phrases, unnecessary jargon and clichés
- Identifying and correcting grammatical errors
- Proof-reading and editing - avoiding time-consuming rewrites

## **Personal Development**

- Refining your skills - learning to get it right first time
- Formulating an action plan