

Writing for Results

This program focuses on our writing skills and practices the fundamentals of business writing. It provides participants with the skills and requirements to become effective writers.

Program Content:

Introduction

- The Value of Effective Communication
- Program Objectives

The Importance of Communication

- Workshop – Creating a Clear Message
- What is the Purpose of Communication?
- Self Assessment – Determining Your Strengths and Weaknesses
- How Communication Affects Relationships
- Corporate Culture and Communication Styles
- Choose When to Write – and When Not to!

Business Writing Basics

- What We Learn from Poor Writing Skills
- Editing Redundant Expressions
- Avoid Clichés
- Use Familiar Words
- Short Words are Better
- The Apostrophe, Capital Letters, Verb Tenses, Singular and Plural Nouns

Elements of Business Writing

- Guidelines for Routine Messages
- Information Required Before You Write – Know Your Audience
- The Direct and Indirect Approach
- Sending the Right Message
- People Don't Like to Be Lectured To or Preached At
- People Can Spot False Sincerity

How to Get the Right Message Across

- Writing Effective E-mails
- Goodwill Letters
- Apology Letters
- Business Letters
- Business Letter Styles