Fundamentals of Business Writing

Duration: 2 Days   Course Code: A-FBW

Overview:

Recognize "good" writing and how it differs from writing that is difficult to understand. Produce reports, letters, memos, e-mail, faxes and short articles that are effective and clearly organized.

Target Audience:

Managers, supervisors, and administrative officers Technical personnel, program officers, and information officers Professionals who are expected to produce clearly written text—including e-mails Anyone wanting to learn how professional writers approach business writing, or seeking to refresh their writing skills

Objectives:

- Increase your productivity by eliminating "writer's block" and other time-wasting barriers.

- Improve readability: in your own writing and other people's, through editing techniques that most professional writers use

- Update your grammar, punctuation and usage: many rules have changed, but this workshop will show you what's acceptable now—and why

Content:

The Elements of "good writing"

- Four characteristics of "good" business writing
- How to analyze your writing samples to see if they meet these characteristics

Getting Started

- "Quick-fix" techniques to use every day on all your writing
- How to break out of writer's block
- Four editing techniques that are easy to learn and will improve anybody's writing

Now the Basics

- Two questions that every writer must answer before beginning to write:
- What's my purpose?
- Who is the target audience?

Mastering the greatest enemy of clear writing: inappropriate use of the passive voice

- What is the passive voice and what's wrong with it?
- Why do writers use it so frequently?
- Learn to use it appropriately

Keeping to the point: harder than you think

- Eliminate unnecessary words and phrases
- "Gobbledygook and jargon"
- Artful punctuation techniques

The Final Touches

- Learn to use formatting to catch reader interest:
- How to use subheads to guide your reader
- Using "pull-quotes" to emphasize points
- Dealing with background
- Developing templates

Develop and Apply Checklists

- Eliminate embarrassing errors by developing editing checklists that you automatically apply to each piece you send out

Additional Information:

You'll eliminate embarrassing errors by developing editing checklists that you automatically apply to each piece you send out. You will be exposed to writing examples that demonstrate the points under discussion Group size is limited to 18 Participants will receive a Global Knowledge Certificate of Completion

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Further Information:

For More information, or to book your course, please call us on 00 20 (0) 2 2269 1982 or 16142

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