

# Business Writing Skills

## One Day Workshop

### Workshop Overview

Information is crucial to an organisation and when this information is communicated in writing, the quality of such communications can have a significant impact on business performance and decision making. Effective business writing is concise, accurate, unambiguous, logical and easily understood.

This One day course will help delegates to develop the skills necessary for successful business writing – be it reports, emails, letters, faxes, policy documents or contracts. Although some basic grammar, spelling and punctuation will be covered, this is not the focus of the course, and delegates are expected to be competent users of English.

### Workshop Objective

After completing this course, delegates will be able to:

- Write business documents to a professional standard and conforming to acceptable formats
- Present information in an organised, structured way so as to achieve a specific objective
- Use a business-like style and vocabulary, while displaying sensitivity to different levels of reader expertise
- Express ideas with confidence and clarity, supporting persuasive and logical arguments

### Workshop Delivery

The course comprises instructor-led training with a strong emphasis on practical exercises and rich feedback.

### Workshop Prerequisites

Candidates should be able to express themselves competently in English, and some prior experience of writing business documents would be helpful.

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### Target Audience

Workshop primary purpose is to equip with the skills required to write clear, concise, effective business documents in an efficient and Professional manner. It is particularly relevant to: Personal assistants, Managers, Sales representatives, Customer service personnel, Administration staff, and Accounts staff.

### Workshop Outline:

1. **Planning business document—the 5Ws: What, Where, Why, Who, When:** Organise your thoughts according to what you are writing, the purpose of your document and who you are writing for.
2. **The writing process—the 5Cs: Clarity, Conciseness, Coherence, Correctness and Courtesy:** Use simple, direct words and phrases to put message across. Ensure that the document is accurate and logical and that your writing is courteous and professional.
3. **Setting the tone:** Using the correct tone can help get the results you want. Modify tone to fit the occasion and get message across courteously and professionally.
4. **Clever formatting:** Organise message and make your key points stand out using appropriate fonts, headings, paragraphs and bullets.
5. **Email etiquette:** Using To, Cc, and Bcc fields, Subject lines, email threads and forwarding. Appropriate greetings and salutations. Tone, Emoticons, textese, etc. & File attachments
6. **Proofreading:** Errors in spelling and punctuation distract the reader and prevents your message from getting across. Be aware of some common mistakes and learn to proofread your work quickly and effectively.

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### Other Details:

- Payment to be made within 15 days from the date of the invoice.
- All payments must be made by cheque/online transfer etc., drawn in favour of Sieger Training Consultants Pvt. Ltd. Sieger will charge on INR basis only.
- Overseas clients will have to take care of all the training materials directly as briefed by Sieger Training. However, Sieger can procure some (which can be transited) not all, on behalf of the client but any additional charges for custom clearance has to be taken care by client only.
- Facilitators Travel & Food have to be taken care by the client
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