

## Business Writing Skills

Use the written word to influence, inform and impress



*“The newest computer can merely compound, at speed, the oldest problem in the relations between human beings, and in the end the communicator will be confronted with the old problem, of what to say and how to say it.”*

Edward R. Murrow

### Master your communication challenges!

A key ingredient for professional success is the ability to be an influential communicator, no matter which channel is chosen for sending out the message. Arguably, there is no more important tool for achieving this success than the ability to communicate effectively in writing - with reports, proposals and correspondence (such as e-mail). Good writing means making the contact, making the point, and getting the results you want as well as making a competent and powerful impression on those at the receiving end. Those who excel in their English business writing understand how to write well for both a native or non-native English readership, avoiding the misunderstandings and other impediments to performance that can so easily arise. This training is a fast track to producing clearly written and attractive documents that project a positive image of yourself and your organisation as well as conveying exactly what you mean!

### Training especially designed for:

- Managers and business professionals who need to get their ideas and information across in writing.
- Everyone who wants to develop their writing skills in English (non-native /native English speakers).
- Guide group size and programme length: perfect for groups of 10 in 2 days.

### Learning objectives:

- Write with the end in mind: define your outcome and be purposeful in how you secure it.
- Write for your audience: know what you need to say and how to make it relevant for the reader.
- Get your message across: achieve an appropriate business style and tone that conveys the right message.
- Use the language of influence: select words that work and strengthen the impact of each sentence.
- Make it attractive and easy to read: understand the power of document design and visual impact.

### Try - Test - Adapt - Apply!

- Work on your own business topics: bring with you to the workshop past/present/future examples.
- Analyse your style: assess the power and tone of your current output and target areas for improvement.
- Receive feedback from your peers and your coach: written and verbal.
- Apply useful preparation tools out of The Training Box and take them with you to the workplace.
- Track your progress using the “Learning Log” and adapt to optimise individual performance.
- Receive hotline support for up to 3 months after the workshop from your trainer.

### A participant’s perspective:

*“I was surprised and pleased to see how much difference it makes to the impact of my documents if I follow a few simple rules.”*