

# EFFECTIVE BUSINESS WRITING SKILLS

## *Top Principles and Techniques to Write with Clarity*



The world of business writing can seem vast. Each office seems to have variations of documents, each with their personalized templates and industry focus. Varying scenarios require varying forms of business writing. Effective business writing skills can help you win that million-dollar contract, earn a promotion, resolve a dispute, or generate a significant increase in new business leads. Poor business writing, on the other hand, can never be undone; it can cause you to lose business to your competition and could even cost you your job.

### LEARNING OUTCOMES

*Upon completion of this workshop, participants will be able to:*

- ✓ Write effective business correspondence such as reports, email and letters and minutes of meeting.
- ✓ Write effective documents at work with the right grammar, punctuation and sentence construction.
- ✓ Differentiate between proposals and reports.
- ✓ Perform effective communication skills.
- ✓ Proofread and vet business document samples.
- ✓ Customise their written work to different reader types.
- ✓ Will be able to improve listening skills.

### LEARNING APPROACH

- Mini Lectures
- Hands-on Writing Skill Practice
- Brainstorming Activities
- Team activities and Group Discussions

### PRE-REQUISITES

Basic English communication and writing skills

## **COURSE OUTLINE**

### **Module 1: Essentials of Effective Business Writing**

- ❖ What is business correspondence?
- ❖ Differences between business and creative writing.
- ❖ Identifying old-fashioned vs. modern.
- ❖ Business writing styles.
- ❖ Writing skills using the 4 C's—clear, concise, courteous and correct.

### **Module 2: Process of Effective Business Correspondence**

- ❖ Understanding attention span of readers.
- ❖ Summary writing—5 W's & 1H.
- ❖ Concise writing essentials.
- ❖ Approaches to writing—voice, direct, indirect and persuasive.
- ❖ Controlling tone in writing.
- ❖ Common grammatical errors made in business correspondence — punctuation, tenses, spelling and sentence construction.
- ❖ Identifying reader types and customising writing styles.

### **Module 3: Reports and Proposals**

- ❖ Differences between analytical and informational reports.
- ❖ Ways to organize reports and proposals convincingly.
- ❖ Delivering reports via set and standard formats — Feasibility reports, internal papers, incident reports, investigation reports, concept papers.

### **Module 4: Replying to Emails and Letters**

- ❖ The four-point plan used in emails and letters.
- ❖ Phrases to use when replying to general letters of enquiry and to an aggrieved customer.

### **Module 5: Minutes of Meeting**

- ❖ Organisational content structure in minutes of meeting.
- ❖ Business meeting buzzwords and terms.
- ❖ Prepare note-taking forms.
- ❖ Listening comprehension and note-taking skills.
- ❖ Using the appropriate tone and language.

