



Writing Skills

OVERVIEW

Whether the focus is an RFP, an internal report, email communications to suppliers and clients, or a job diary, the Business Writing Skills course will help participants craft communications that meet the specific needs of their target audience, achieve their organisation's purpose, and convey an image of professionalism.

LEARNING OBJECTIVES

In this workshop, participants will explore the key competencies of writing skills including:

- Winning, persuasive and professional language
- Email etiquette
- Business documents
- Grammar and spelling basics

COURSE OUTLINE

Winning, persuasive and professional language

- Setting the tone for acceptance
- Choosing positive and high-impact words

Email etiquette

- When to use the To, Cc, and Bcc fields
- Subject lines, email threads and forwarding
- Appropriate greetings and salutations
- Tone, Emoticons, textese, etc.
- File attachments

Business documents

- Business plans, letters and proposals
- Copywriting: Ads and Newsletters

Grammar and spelling basics

- Common spelling and punctuation mistakes
- Run-on sentences