

Professional Written Communication

OVERVIEW

Course duration: 2 days.

This two-day course provides delegates with immediate and practical guidance on how to communicate effectively and professionally in writing.

Organisations and individuals establish their credibility with professional and well written communication. From planning to grammar, tone, style and final proofreading, delegates will quickly develop their writing skills and confidence in order to improve emails, letters and memos.

IS IT RIGHT FOR ME?

Designed for those who need to reduce the time taken to write professional, accurate documents and be confident in doing so.

If you're already an experienced writer then you may wish to consider our course 'Writing for Results'.

WHAT WILL I LEARN?

By the end of this course you will be able to:

- Successfully plan and construct your documents.
- Ensure that the reader's needs are met. Be confident that your message is not lost.
- Overcome the 'blank screen/page syndrome' and reduce the time it takes to write.
- Choose the style appropriate to your reader and situation.
- Avoid common mistakes that impact on your professional image.
- Build successful sentences and paragraphs – using punctuation that guides your reader.
- Use a checklist to help proofread the final document.

PRE-COURSE ACTIVITY

It would be beneficial to bring along examples of your written work. You can then review them throughout the course and edit if appropriate. To help the trainer focus on your specific needs, you will be asked to complete a pre-course questionnaire.

WHAT WILL IT COVER?

The Perils and Pitfalls of Business Writing

- Current thinking regarding business grammar
- Tips to ensure we avoid grammatical errors
- Constructing sentences and paragraphs – with appropriate punctuation to create rhythm and flow
- What is 'business language'?
- How jargon, slang and clichés can get in the way of understanding
- Can 'action words' gain results?

Our Reader

- Tailoring our message to the reader's needs
- Is the reader clear as to WHY we are writing?

- How we can professionally deal with complaints
give information
get a result
persuade our reader
- Creating an impact and keeping our reader 'with us' until the final sentence

Preparation and Structure

- Relevant information that helps to achieve the objective
- Using T.I.P.E. as a basis on which to build
- The need to present your information in an organised, logical sequence

How am I 'Coming Across' to my Reader?

- Is my style 'reader-friendly'?
- Using 'punchy' openings to gain interest
- Positive or compelling endings to ensure results
- The barriers to an effective, professional style
- Expanding your vocabulary to avoid repetition - keeping your writing 'alive'
- Is my tone persuasive and assertive?

The Final Stage

- Avoid wasting time re-writing: proofread and edit your writing
- A checklist and structured approach to help find those errors in your final draft

Action Planning

- Creating your personal action plan for the future

FURTHER COURSES TO CONSIDER

Writing for Results

Writing Effective Reports

Minute Taking Made Simple