



Your Needs:

"This outline is a guide to the content of a typical course. In practice, all courses can be customised to meet specific needs and can be run at a time and place to suit you."

Accelerated Learning:

"We run our events using an appropriate mix of group discussions, practical exercises and case studies, supported by short tutor-led sessions."

What You Get:

"As standard, we provide a full set of reference notes, equipment (for IT training) and ongoing support (in case you have any questions afterwards)."

solutions@ttsweb.co.uk
www.ttsweb.co.uk
0117 9022 845

Effective Writing for Business

(1 day)

"The power of the written word can hardly be understated. With it you can change attitudes, influence decisions and make things happen!"

Benefits of attending this course...

It would be easy to think of writing simply as 'speaking written down' but, in reality, it is far more powerful than that.

The purpose of this course is to develop your writing skills so you can inform, influence and persuade more effectively via the written word.

Who is it for?

Those who want to communicate more effectively and get their message across via the written word.

Objectives

By the end of the training you will be able to...

- ✧ Describe the purpose of the four steps in the writing process (planning, drafting, revising and proofing).
- ✧ Understand how sentence and paragraph structure affect not only your meaning but how your writing is perceived.
- ✧ Use good grammar, proper punctuation and correct spelling.
- ✧ Demonstrate an understanding of the role of common business writing genres.

Content

- ✓ Your audience and the desired response to your writing.
- ✓ Overview of different writing styles (and when to use them).
- ✓ The correct use of punctuation.
- ✓ Aspects of good style – parallelism, transitions and signposting.
- ✓ How to ensure you maintain clarity and consistency.
- ✓ Dealing with spelling and grammar (including some notorious words and correct subject-verb agreement).
- ✓ The pros and cons of different genres (such as letters, reports, email and promotional materials).
- ✓ Editing and proofreading techniques.
- ✓ The opportunity to practice (and receive feedback on) your writing skills.
- ✓ Developing an 'Action Plan' for implementation back at work.