

**SSBS007: Business Writing Skills****Overview:**

The ability to use the written word to communicate clearly and concisely is vital in today's business environment. This highly interactive course will provide you the skills and confidence to transform your writing style and show you how to write with clarity, simplicity, brevity. It is designed to help participants write better business documents, from emails to letters, from press releases to memos. It is peppered with exercises and frameworks that will allow participants to apply the information covered to their specific situation. In addition participants get the opportunity to put their new found skills into practice in a learning environment.

**Duration:**

1 day, with the option of a half-day follow up session within the workplace to assess application of learning and provide further personal coaching.

**Who Should Attend?**

- Organisations who are trying to encourage a consistent standard of writing and support professional written communications
- Individuals who depends on written communications to achieve their objectives
- Anyone who has to write as part of their job and answers yes to any of the following questions:
  - Would you like to write with greater ease and confidence?
  - Would you like to feel proud of your written reports, proposals etc?
  - Would you like to be able to edit a document to a professional standard?
  - Would an ability to write effective documents provide career opportunities?

**Content:*****Part One - Planning***

- Identifying readers' needs and their level of expertise
- Identifying a SMART objective
- Making sure you write the right document
- Tailoring content to your readers' needs
- Assessing content
- Sorting out content using a mind map
- Organising the structure and writing an outline & Practice

**Part Two - Writing**

- Identifying a good style
- Simple ways to transform your style
- Getting the message across, using Plain English
- Being more concise and reader-friendly
- Cutting jargon and “business speak”
- Ensuring clarity with topic sentences
- Avoiding common errors of grammar, punctuation and use of English
- Emphasising the positive
- Summarising
- Use of English quiz
- Making it look readable: layout
- Q&A on writing different types of documents
- Ten tips for improving readability & practice

**Part Three - Editing**

- Editing strategies — how to re-read more effectively
- Editing techniques
- Compiling a proofreading checklist & practice

**Process:**

SureSkills adopts a systematic and interactive approach to training that includes:

- Written exercises
- Case studies

**Outcomes:****Participants will:**

- Have a better understanding of what communication channel is most appropriate for the business message being communicated
- Understand how to achieve a reader-focused
- Be able to write objectives which are SMART
- Understand how to write with clarity, simplicity, brevity and a humanity
- Develop a personal style which clearly communicates your ideas
- Be able to use simple techniques to transform your style
- Recognise and avoid common errors
- Know how to make documents more attractive and readable
- Be able to write a variety of documents with greater speed, confidence and effectiveness
- Understand how to make the most of e-mail
- Have the skills to edit own and others’ written work