



INTERNATIONAL ACADEMY OF APPLIED SCIENCES

BUSINESS WRITING SKILLS

Program Objectives:

After completing the programme, the employee will:

- Be able to write business correspondence in way that is both appropriate as well as clear aligned to formal protocol related to business correspondence and document control which may be applicable in their organisation;
- Be aware of punctuation rules and tools that help avoid grammatical errors;
- Have practiced writing clear and meaningful memos, business letters, emails and presentations;
- Be aware of templates and formats used in business correspondence in the K-group;
- Understand and have practiced how to organise complex content into a logical sequence of ideas that can be communicated simply at the appropriate level of detail;
- Understand and have practiced identifying and selecting the correct layout for written communication to maximise its impact with the audience;
- Understand and have practiced using concrete examples and visual aids in written communication to convey a message effectively;
- Use a proven process to plan and write any document;
- Write effective internal and external business documents, email, and reports
- Quickly generate and organize ideas;
- Tailor your writing style dependent on the audience and goals of the document
- Write clearer and more concise documents;
- Communicate more effectively both internally and externally from your organization.

Program Outline

Day 1:

Getting Started

- Meet Your Instructor and Support Team
- Share Your Specific Course Goals

Lesson One: 6-Steps to Effective Business Writing

- Introduction: Preparing to Write

- The Optimal 6-Step Process for Effective Business Writing Explained

Lesson Two:

- Openings
- Closings - Maximize Them!
- Avoiding Writer's Block

Day 2:

Lesson Three: Applying the 6-Step Process to an Internal Document

- Overview of Internal Documents
- How to Use Direct Techniques to Deliver Bad News
- How to Use Indirect Techniques to Deliver Bad News
- Applying Steps 1-4 (Planning) to an Internal Document Illustrated
- Applying Steps 5-6 (Draft and Edit) to an Internal Document Illustrated

Lesson Four: External Documents

- Overview of External Documents and Considerations
- Business Letters - A Common Form of External Communication
- Openings and Closings in Detail
- Using Headings to Help Your Reader Scan
- Practice Exercise - Write a Business Letter
(includes detailed instructor feedback on writing).

Day 3:

Lesson Five: Email

- Email Considerations
- Optimal Email Structure
- Email Techniques
- Use Care with Attachments
- Unique Email Cautions
- Practice Exercises - Write an Email
(includes detailed instructor feedback on writing)

Lesson Six: Reports

- Overview of Reports
- How to Tier and Sequence Information in a Report
- How to Assemble a Well-Organized Report
- About Executive Summaries

Day 4:

Lesson Seven: Format for Easy Reading

- Overall Format and Readability Considerations
- Using White Space
- Using Visuals and Graphics Appropriately

- Format Resources

Lesson Eight: Clarity

- The Power of Word
- How to Hone Clarity
- Strong Business Verbs
- Eliminate Jargon
- Clear Sentence Structure

Wrap Up

- Evaluate Training
- Receive Certificate of Completion.

Program Audience

Admin Staff and Middle Management