

Training which delivers tangible outputs

Business Writing

Course Overview

Trainees will discuss the merits of different types of business communication and learn the importance of appropriate writing. They will be shown, and will have an opportunity to practice, writing for specific readers.

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We are confident that our training delivers value for money so all courses carry a satisfaction guarantee.

Contents

The course contents are flexible to ensure time is spent on the areas which are of most benefit to you.

Thinking it through

- Writing to get the result you want
- Identifying the reader and his requirements
- The problems caused by inappropriate writing

Content Generation

- What to leave out to avoid confusing, cluttering or diluting your writing
- What to put in to convey a full understanding of your writing
- The use of persuasive language to achieve your aim
- How to set a positive tone even when conveying a negative message
- What to say to grab attention, create interest, generate desire, and demand action

Presentation

- Structuring a document for ease of reading
- Writing the document to display professionalism and competence
- Using correct grammar and punctuation to avoid looking lazy and slipshod
- Developing and using a standard format which displays consistency across the company
- Proofreading and spellchecking

Common problems and their solutions

- How to write strongly even when you are not confident
- Knowing where and how to start writing
- Deciding how much time to spend on the task

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Minimal down-time for your staff - intensive training held on your premises
Maximum uptake of knowledge – courses tailored to your industry and your company

Structure

A mix of taught, interactive and workshop sessions are included in this one-day course. This helps encourage participation which will enhance future learning. After the course, trainees can receive additional support to further enhance their learning.

Cost effective training for individuals, small groups and whole teams.

Further information is available from +44 (0) 1506 203325 or sales@rotheragroup.com