

INTRODUCTION

This is a highly recommended course for those who wish to articulate their ideas and points more clearly and concisely. These are valued skills in fast-paced business environments. In this two-day workshop, participants will learn to organize their writing for maximum impact - clients will know the key points right away. Participants will also learn different ways to select the appropriate vocabulary to achieve the professional tone and to proofread for the final polishing touch.

WORKSHOP OBJECTIVES

In this intensive practical workshop, participants will acquire the necessary skills and mindset to:

- Write different types of effective business communications: emails, reports, and convey good and bad news
- Identify grammar and punctuation errors, including top culprits that have cost companies millions
- Write strong and effective sentences
- Proofread business documents to ensure a professional finish

TARGET AUDIENCE

Experienced Presenters, Executives or Managers involved in Sales, Management who are required to deliver presentations to stakeholders.

WORKSHOP OUTLINE

Clear writing in 5 steps

- Appropriate words
- Strategic information sequencing
- Direct reference
- Suitable sentence length
- Make text visually appealing and easy to read

Concise writing in 4 steps

- Avoid wordy phrases
- Eliminate unnecessary modifiers
- Use active voice
- Use more verbs

10 most common grammar and punctuation rules for effective business writing

- Articles
- Subject-Verb Agreement
- Tenses – use, form
- Pronoun reference
- Modifiers
- Modals
- Spellings
- Sentence structures
- Commas
- Apostrophe

Reader-centred writing in 3 steps

- Project empathy with readers
- Identify reader's expectations and needs
- Use the positive approach

Proofread for professional finish