

BUSINESS WRITING - 2018

Generate a [group quote](#) today

COURSE LENGTH: 1.0 DAYS

When creating written communications in the workplace in Singapore, it is essential that the details of the communication be concise and correct, while the basic layout and format of the document is appropriate, and the ideas are presented logically and effectively.

The PD Training Business Essentials Writing 2018 course teaches participants how to assure the effectiveness of any type of business writing, whether its reports, proposals and even emails, and ensures these documents are written using the correct sentence structure, grammar and formatting.

Participants will learn key business writing skills like planning the document content, writing for the reader, the use of conversational styles, the use or avoidance of industry jargon and multiple types of document styling.

Click on the buttons above to register for a public course or to get a quote for an inhouse/onsite training event at your preferred location.

This Business Writing training course can be delivered at your premises anywhere in Singapore by one of our expert local or international trainers.

Contact us today for a [group quote](#).

BUSINESS WRITING - 2018 COURSE OUTLINE

FOREWORD

Possessing effective business writing skills is crucial for your career. One must know how to write with clarity and certainty in order to gain credibility and achieve the results you desire from co-workers, employers or clients. Remember, that in a formal business setting in Singapore, there is no room for miscommunications, unclear messages and wasted words. You should be proficient enough with your writing skills to remove the clutter and communicate efficiently.

Writing is a key method of communication in personal and professional life and for many it is a skill that requires focus, training and practice. In this Professional Business Writing Training Course participants will learn some fundamental skills such as spelling, grammar and proper punctuation.

Participants will also learn how to approach the most common business documents including emails, proposals, reports and agendas providing that extra level of professionalism with internal and external communications.

OUTCOMES

In this course participants will:

- ▶ Understand and apply the six principles of good writing
 - ▶ Clearly define the purpose of your writing
 - ▶ Understand how your personal style influences your writing
 - ▶ Learn to write for a broad audience
 - ▶ Understand how to plan your writing
 - ▶ Explore the essential elements of language structure and grammar using plain English
 - ▶ Learn how to write concisely and persuasively to convey emotion and meaning
 - ▶ Understand the importance of editing and proof reading
-

MODULES

Lesson 1: Writing with Professional Impact

- ▶ Spelling
- ▶ Grammar
- ▶ Creating a Cheat Sheet

Lesson 2: Structuring Sentences for Effectiveness and Readability

- ▶ Parts of a Sentence
- ▶ Punctuation
- ▶ Types of Sentences

Lesson 3: Creating Paragraphs with Persuasive Power

- ▶ The Basic Parts
- ▶ Organisation Methods

Lesson 4: Writing Meeting Agendas

- ▶ The Basic Structure
- ▶ Choosing a Format
- ▶ Writing the Agenda

Lesson 5: Professional Email and Email Etiquette

- ▶ Addressing Your Message
- ▶ Appropriate and effective use of 'Urgent'
- ▶ Make the most of your prime email-estate
- ▶ Introduction – Body – Conclusion
- ▶ Effective Subject lines: Don't make me open the email to find out the purpose
- ▶ Don't make me scroll! - 1 page view only
- ▶ Don't make me translate your sloppy language
- ▶ Don't make me read redundant words
- ▶ 2 – 3 lines per paragraph
- ▶ Salutation
- ▶ Signoff and Signature
- ▶ Corporate Communications Taglines
- ▶ Using 'Draft'
- ▶ Using 'Time Delays'
- ▶ Grammar and Acronyms
- ▶ Email Style
- ▶ Choosing a Style
- ▶ Writing the Email

Lesson 6: Writing Business Letters

- ▶ The Basic Structure
- ▶ Choosing a Format
- ▶ Writing the Letter

Lesson 7: Writing Proposals

- ▶ The Basic Structure
- ▶ The key elements to a great proposal
- ▶ What to leave out

Lesson 8: Writing Reports

- ▶ The Basic Structure
- ▶ The key elements to a report
- ▶ Using Tables Graphs and Imagery
- ▶ Common mistakes

Lesson 9: Other Types of Documents

- ▶ Requests for Proposals
- ▶ Projections
- ▶ Executive Summaries
- ▶ Business Cases

Lesson 10: Proofreading and Finishing - Avoid the Cringe

- ▶ A Proofreading Primer
- ▶ How Peer Review can help
- ▶ Printing and Publishing

WEB LINKS

- ▶ [View this course online](#)
- ▶ [In-house Training Instant Quote](#)