

## BUSINESS WRITING

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Professional  
Writing in  
Today's Workplace



**COURSE LENGTH: 1.0 DAYS**

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

The PD Training Business Essentials Writing course teaches participants how to assure the effectiveness of any type of business writing, whether its reports, proposals and even emails, and ensures documents these 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, conversational styles, the use or avoidance of industry jargon and multiple types of document styling.

Click on the button to get a quote for an inhouse/onsite training event at your preferred location.

Professional Business Writing training is great for all staff and more fun than you think, so have a trainer come to your workplace in Central and Hong Kong wide.

This Business Writing training course can be delivered at your premises by one of our expert local or international trainers or live online using our HIVE technology.

Contact us today for a free quote!

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## BUSINESS WRITING COURSE OUTLINE

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### FOREWORD

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 refresh some fundamentals such as spelling, grammar, and punctuation.

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

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### 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
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### 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
- Organization 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

#### Lesson 6: Writing Business Letters

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

- 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 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

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## WEB LINKS

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