

# Effective Business Writing



**Write High Impact, Accurate And Concise Emails, Letters, Professional Reports, Minutes, Agendas And Proposals**

## Top 5 Learning Objectives:

1. **Learn** how to get your audience involved and interested
2. **Use** grammar effectively and simply for quick access to your messages
3. **Structure** your writing logically using mind maps to create flow
4. **Be ahead** of your competitors by updating your knowledge databases with Rich Site Summary
5. **Strip away** the clutter and concentrate on what really matters

## Who Is It For?

This cutting edge training course has been tailor-made for managers and staff who would like to develop their writing skills and learn new techniques



## Course Timings:

Registration will be at 08:00 on Day One. Course sessions will start promptly at 08:30 and end at 15:30. There will be two short breaks for refreshments and lunch will be served at 12:30 of each day's sessions

## Attend This Practical Course And You Will:

- **Improve** your writing confidence by using current business standards for English usage and clarity
- **Write** effective correspondence and reports that get the results you want
- **Use** templates and layout guidelines to streamline your writing process
- **Clarify** your brief before writing to successfully tailor your style to your intended audience
- **Increase** your credibility by communicating logically, concisely and professionally
- **Ensure** your written communication gets your message across clearly
- **Learn** how to structure all types of formal written documents
- **Improve** your internal and external communication
- **Avoid** common errors of grammar and punctuation
- **Adapt** your writing style according to the reader and the nature of the communication

## Course Overview

### How does effective business writing deliver value for you and your business?

Many professionals spend up to three hours each day trying to express themselves in writing only to produce reports, memos and other correspondence that have little impact. The success of your business relies on getting your message across to your audience whether they are your customers or the people who work for you. You rely on your basic writing skills to deliver results time after time.

**This Effective Business Writing** course will help you to develop your skills further and learn how to write more effectively. The first part of the course will help you structure successful emails and letters that you will find valuable and useful in your professional life. The course then moves into tackling more advanced report writing skills. This is your best opportunity to develop your writing skills and make sure that your message is getting through accurately, clearly and simply. With interesting case studies to practice on, you will find the ideas and inspiration to raise your written communication to the next level.

## Course Objectives

- Clarify your brief thoroughly before you start to write by asking the six WHs
- Keep your vocabulary simple and free of jargon
- Structure your sentences and paragraphs logically
- Use the correct tone and write in the correct tense
- Create an e-mail etiquette for your organisation
- Develop templates for informative and persuasive reports, standard letters and e-mails
- Use the KISS principle to ensure accuracy, brevity and clarity
- Proof read your work systematically
- Set and measure company standards for business documents

## Course Outline

### Day One

All the guidelines presented on this course are taken from the Plain English Society

### Welcome And Introductions

#### Course Objectives

#### The ABC Of Good Business Writing

- Accuracy
  - Brevity
  - Clarity
- Practical Exercise

#### Your Barriers To Good Writing

- Group discussion on what makes it difficult

#### Writing For Your Reader

- How to clarify the aim of the document using the 6 W H's
- Practical Exercise

#### Writing In Plain English

- Using simple words rather than complex, two syllable words are best
  - Avoiding jargon, acronyms, abbreviations
  - How to edit your words and phrases for readability
  - Powerful words and phrases
- Practical Exercise

#### How To Structure Your Sentences

- Sticking to 10 – 16 words
  - Putting the most important point first, subject, verb and object
  - Using active verbs rather than passive
- Practical Exercise

#### Paragraphs

- Using 4/5 sentences on the same theme
  - How to ensure that they link logically and make sense to the reader
  - Using signpost sentences first to grab the reader's attention
- Practical Exercise

#### Punctuation

- Why we use it
  - Overview of key marks
  - Common errors to be aware of
- Practical Exercise

#### The Clarity Index

- How to use the index to demonstrate how using the above keeps your messages short and simple

#### Summary Of Key Points

#### Questions

#### Close

## Day Two

### Business Writing – The Basics (Continued)

#### Style And Tone

- Being courteous and considerate
- Getting straight to the point
- Using modern words and phrases

Practical Exercise

#### Using The Correct Tense

- Present
- Past
- Future

Practical Exercise

#### Structuring Your Message Logically

- Review your aim
- SCRAP structure for memos and letters
- Useful phrases for opening and closing your e-mails, letters, memos, reports

Practical Exercise

#### Producing Business Letters

- Routine letters
- Enquiries
- Quotations
- Orders
- Requests for payment

Practical Exercise

#### Specialist Letters

- Goodwill letters
- Circulars
- Personnel
- Publicity material

Practical Exercise

#### Email Etiquette

- Using the right tone to get your message across
- How to start and end
- Length and attachments
- Filing and copying
- Creating a company policy on email use

Practical Exercise

## Day Three

### Report Writing

#### Researching Information And Gathering Material For Reports

- Setting your time goals
- Identifying your knowledge sources
- Organising and grouping your material

Practical Exercise

#### Logical Sequencing Of Information

- Making sure you have the best research resources available

- Going back to your aim: Is it an informative or persuasive report?

- Brainstorming/researching the content
- Linking the content logically
- Using mind maps for speed and logic

Practical Exercise

#### Planning Your Informative Report – A Suggested Template

- Title
- Contents page
- Executive summary
- Introduction
- Body of report
- Conclusion
- Recommendations
- Appendix

Practical Exercise

#### Planning A Persuasive Report – A Suggested Template

- The five Ps of persuasion: structure introduced and explained
- Highlighting the challenges of not having what you want the reader to buy into
- Presenting your solutions
- Selling solutions with SPACED and gearing them to the buying deciders
- Making your proposal strong and definite

Practical Exercise

#### Layout

- Developing standard templates for all your written documents
- Understanding the importance of white space when agreeing margin sizes
- Agreeing on font style and size
- Guidelines on when to use bold
- Headers and sub-headers
- Using lists and bullet points
- Justifications
- Using pictures and diagrams
- Headers and footers

Practical Exercise

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- Keeping your information specific rather than general
  - How to format your case to ensure you understand the importance of finding a solution
  - Getting the decision makers to go with your case by showing them "what is in it for them"
  - Making a very strong proposal in your case
- Practical Exercise

### How To Write Agendas For Meetings

- Agreeing to a template
  - How many items to include
  - Should you leave out Any Other Business (AOB)?
  - Who is responsible for compiling the agenda?
  - Who will distribute and when?
- Practical Exercise

### How To Write Minutes Of Meetings

- Liaising with the chair
  - Agreeing how much you will record
  - Making sure the chair introduces the topic and summarises
  - Recording the actions with dates and actions
  - Using aids to help you record the meeting accurately
  - Using plain English to ensure clarity
- Practical Exercise

### How To Present Financial Reports

- Presenting figures creatively
  - Keeping the information short and simple
  - Making the best use of graphics to get your message across
- Practical Exercise

### Project Management Reports

- Creating templates
  - Using the best diagrams, flow diagrams and Gantt charts
  - Understanding the best type of report for the different stages of the project
- Practical Exercise

### Proof Reading

- The common mistakes
  - Making sure you set enough time aside
  - Testing it with your readers
- Practical Exercise

### Course Summary And Action Plans

## Day Four

### Technical Writing

Technical writing will follow the same principles of clear writing presented on Day One, plus some specifics to the particular documents being produced

### The Different Types Of Technical Reports

Group discussion on technical reports and the main difficulties you experience

### How To Write A Business Case

- Trying to anticipate in advance what might be coming up in the next six months
- Deciding on an MTC template for the different types of business case
- Knowing how to set the scene before you start
- Writing headings which use strong verbs and specific nouns

# Registration Form

PLEASE COMPLETE THIS FORM AND EMAIL BACK TO [INFO@OSEASONSEVENTS.CO.ZA](mailto:INFO@OSEASONSEVENTS.CO.ZA) TO SUCCESSFULLY COMPLETE YOUR BOOKING

Company Name \_\_\_\_\_ Country \_\_\_\_\_

Tel Number: \_\_\_\_\_ Fax: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

(This booking is not valid without a signature)

## DELEGATES DETAILS (PLEASE FILL IN USING BLOCK CAPITALS)

### 1st Delegate Details:

Title	Surname	First Name
Job Title	Email (required)	Telephone

### 2nd Delegate Details:

Title	Surname	First Name
Job Title	Email (required)	Telephone

### 3rd Delegate Details:

Title	Surname	First Name
Job Title	Email (required)	Telephone

## AUTHORIZATION

Title	Surname	First Name
Job Title	Email (required)	Telephone

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

(This booking is not valid without a signature)

## TERMS AND CONDITIONS

**1. Payment Terms:** On the return of the registration form, full payment is required within 10 working days. Payment must be received prior to the conference date O-Seasons Events reserves the right to refuse entry into the conference should full payment not have been received prior to this date. Cancellation will be charged under the term set out below. **2. Cancellations, No shows & Substitutions:** Cancellations received in writing more than 21 days prior to the event being held carry a 50% cancellation fee. Should cancellations be received between 21 days and the date of the event, the full conference fee is payable and non-refundable. Non-payment or non-attendance does not constitute cancellation. No show will be charged the full registration fee. Cash alternatives will not be offered, however, substitutes at no extra charge are welcome. **3. Alterations to advertised package:** O-Seasons Events reserves the right to alter this programme without notice or penalty and in such situations no refunds or part-refunds or alternative offer will be made. Should O-Seasons Events permanently cancel an event, for any reason whatsoever, the Client shall be provided a credit of the equivalent amount paid towards the cancelled event. In the case of a postponed or cancelled event, O-Seasons Events will not be responsible for covering airfare, accommodation, or other travel cost incurred by Clients. **4. Copyright:** All intellectual property rights in the materials distributed by O-Seasons Events in connection with this event are expressly reserved and any unauthorized duplication, publication or distribution is prohibited.

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## Conference Fees

Please select your venue by ticking the boxes below

\_\_\_\_\_

Please select your options by ticking the boxes below

<input type="checkbox"/>	Conference and Workshop (4 days)	\$ 2,350
<input type="checkbox"/>	Airport Transfer (both ways)	\$ 100
<input type="checkbox"/>	Accommodation Per Night	\$ 110
<input type="checkbox"/>	Optional Tour	\$ 130

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