

Business Writing in Administration

Duration: 5 Days

Language: en

Course Code: MG1-114

Objective

Upon completion of this course, participants will be able to:

- Understand the vitality of effective business writing in administrations for an organisation.
- Explore various writing methods and techniques that can be utilised to improve work outcomes.
- Evaluate the consequences of poor business writing on the organisation and personal standing.
- Analyse keywords and phrases and how they can be developed into a more professional voice.

- Increase efficiency when producing important minutes, documents, and reports.
- Establish a personable relationship with important personnel through written communication.
- Utilise persuasive techniques to guarantee better results within the organisation.

Audience

This course is designed for anyone within an organisation engaging in an administrative role who wishes to further their business writing skills. It would be most beneficial for:

- Sales Administrators
- Operations Managers
- Planning Managers
- Sales and Marketing Supervisors
- HR Personnel
- Administrative Directors
- Chief Administration Officers (CAOs)
- Auditors

Training Methodology

This course uses a variety of adult learning styles to aid full understanding and comprehension. Participants will review real-world examples of various administrative documents to highlight areas of effective writing and instances where proficiency was lacking.
Through various learning methods, including presentations, case studies, group discussions, and individual activities, the participants will be granted ample opportunities to fully develop their knowledge and comprehension of the content taught and related practical skills.

Summary

For an organisation to be successful, productive administration is crucial. A primary factor in administration roles is communication and writing. These roles require significant communication within the business and externally, and the effectiveness of this can be greatly dictated by business writing.
Business writing encompasses a variety of tasks, including writing minutes and reports and

managing important information. These tasks need to be completed with a high level of understanding of professional language, tone, and grammar. When writing important documents, it is essential to structure them correctly so that all necessary personnel would readily understand.
Those within administration should also be competent in different methods and techniques of writing and how they can be utilised to convey a message better. Particularly within business, persuasive communication can be a vital skill to develop. When corresponding with stakeholders or clients, compelling language can be beneficial in building trust and loyalty within the business, even in difficult situations.

Course Content & Outline

Section 1: Fundamentals of Written Communication

- Explaining the importance of written communication within business and administration.
- Common barriers faced when engaging in communication and how to overcome them.
- Typical mistakes made and ideal techniques to identify and resolve them.
- How written communication can impact different business processes and functions?
- Methods to increase proofreading capabilities.
- Understanding English grammar rules.

Section 2: Professional Written Communications

- Identifying different written communication channels within a business and their language requirements and expectations.
- Methods and techniques to aid in work planning and preparation.
- Following communication guidelines to ensure all key points are met.
- Focusing on the tone and writing style to ensure the message is well received.
- Adjusting the layout and presentation to encourage engagement with the communication.

Section 3: Writing Minutes

- Developing the process of taking notes.
- Methods and techniques to increase writing speed without sacrificing detail or accuracy.
- Effectively prepare to take minutes by having all tools and aids at hand.
- Understanding what information is essential to record.
- Ensuring minutes are written in a clear format that others can understand.

Section 4: Report Writing

- Setting goals and objectives detailing what needs to be included in the report.

- Establishing the audience and utilising appropriate language.
- Organising and categorising important information and prioritising the most vital.
- Using strong language to convey a message or accurately share information.
- Following organisational standards and guidelines.

Section 5: Persuasive Communication

- Considering the audience and how they respond to positive and negative news.
- Adjusting wording, tone, and body language to appear more inviting and personable.
- Exploring key phrases to emphasise a message.
- Avoiding damaging language, including bias and sexism.
- The art of delivering bad news – ensuring negative information is received positively.

Certificate Description

Upon successful completion of this training course, delegates will be awarded a Holistique Training Certificate of Completion. For those who attend and complete the online training course, a Holistique Training e-Certificate will be provided.

Holistique Training Certificates are accredited by the British Assessment Council (BAC) and The CPD Certification Service (CPD), and are certified under ISO 9001, ISO 21001, and ISO 29993 standards.

CPD credits for this course are granted by our Certificates and will be reflected on the Holistique Training Certificate of Completion. In accordance with the standards of The CPD Certification Service, one CPD credit is awarded per hour of course attendance. A maximum of 50 CPD credits can be claimed for any single course we currently offer.

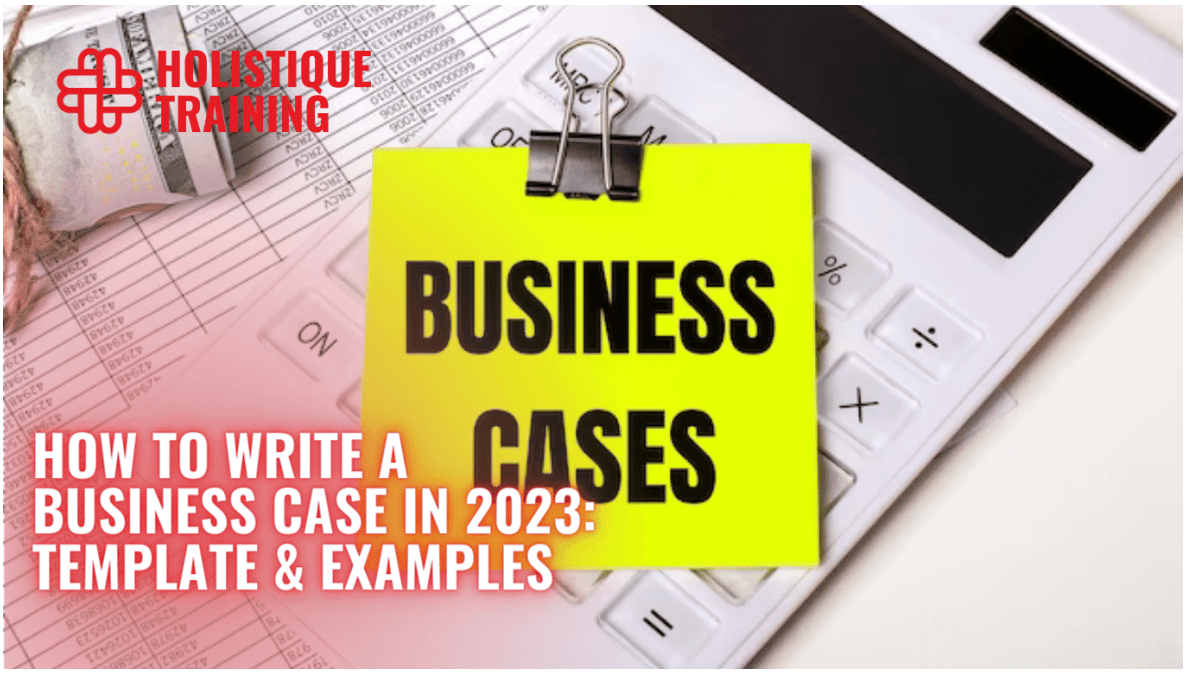
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