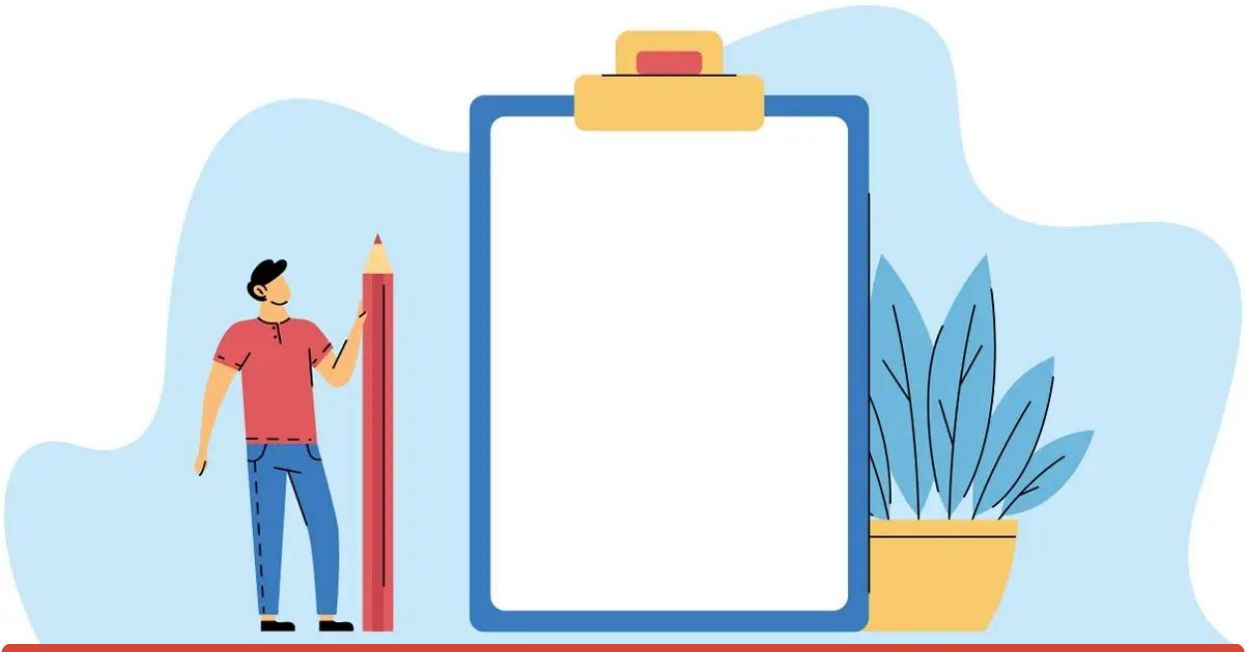


Advanced Business Writing Skills

Duration: 5 Days

Language: en

Course Code: MG1-107

Objective

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

- Master rules of grammar and punctuation
- Ensure written meaning is crystal clear.
- Understand the nuances of written English on paper or screen to provide a clear understanding.
- Condense English without losing sense for platforms that have a word count limit
- Understand how language should be used in business documents
- Craft letters, speeches, presentations and reports.
- Use technical terms in a way that can be understood
- Create clear and concise reports

Audience

This course is intended for

- Line Managers
- Business owners
- CEOs
- Supervisors
- Business administration staff
- Administrators
- Graduates
- Under Graduates
- Anyone looking to upskill for future career prospects

Training Methodology

Teaching takes place in various settings including face-to-face in a classroom environment. It will ensure that participants can expand their knowledge of the subject and increase their skill set. The course is delivered via various methods by a specialist tutor. This will include PowerPoint presentations, reviewing articles and other relevant materials, group or individual exercises and discussions. There may be some independent work set, and the course will require submitting articles to demonstrate understanding and an end-of-course test. Note-taking is encouraged, and you are welcome to use electronic devices. The course manual will form part of the learning but will give you references for the future. You are encouraged to ask questions and, if needed, spend time one-on-one with your tutor to review any issues. You can network with peers in similar roles during your time in the classroom.

Summary

Strong writing skills are vital across all levels and roles in today's professional landscape. Effective written communication enables individuals to convey ideas, collaborate smoothly with peers, and project a credible, professional image for their organisation. The *Advanced Business Writing Skills course* is designed to equip participants with the advanced tools needed to refine their writing, ensuring that messages are clear, concise, and impactful.

Throughout this course, you'll gain an in-depth understanding of the English language, focusing on structure, tone, and clarity to develop writing that resonates with diverse audiences. We understand that effective communication transcends cultural boundaries and are committed to providing core competencies that support effective communication in any setting. Strong communication skills foster respect and engagement from readers, build trust, and drive their intended responses.

The course offers a comprehensive curriculum covering essential aspects of advanced business writing. Participants will learn techniques for presenting complex information in a straightforward, accurate manner and practice skills to enhance brevity and precision. In addition, you'll explore specific formats such as report writing and business correspondence, learning how to tailor these forms to the needs of your audience. By focusing on clarity and readability, the course teaches you to write purposefully, making your message easy to follow and your desired outcome more achievable.

Upon completing this course, you'll have an enriched knowledge of grammar, punctuation, and spelling and the confidence to apply these principles effectively in your role. Whether you're drafting emails, reports, or formal proposals, you'll leave equipped to craft clear, persuasive messages that enhance your influence and convey professionalism in every word. This course is your path to mastering the art of business writing and elevating your communication skills to new heights.

Course Content & Outline

Section 1: Understanding Grammar and Plain English

- An introduction to English grammar
- The roots of grammar from Latin to Modern
- Mastering punction - using the analogy of traffic signals
- Overused business words - avoiding and alternatives
- Why 'Plain English' makes so much sense

Section 2: Advanced Proficiency in Written English

- The 12 golden rules for writing well
- Storytelling - the inspiring, persuasive, influential narration
- Engaging audiences: pushing feeling and detail through writing
- How to write newsworthy articles people want to read
- How to proofread what you have written
- Why errors can be embarrassing

Section 3: How Writing for Online Audiences Differs

- Email etiquette - what are the rules
- Writing for websites and social media
- Understanding search engine optimisation
- How to keep content relevant
- Ensuring your social media posts and tweets get comments and reactions
- How to blog to create a strong impact on your business

Section 4: Practical Writing Skills and Applications

- Presentations: Creating impact with memorable key points
- Speech writing skills: how to motivate and persuade your audience
- The difference between formal speeches and informal talks
- Writing business letters: format and structure
- Creating a powerful call to action

Section 5: Formal Reports & Business Briefing Papers

- The correct structure of reports ensures they are easy to follow
- Understanding the importance of tables, graphs and diagrams
- Using images for an illustration of essential points
- What are the best practices for report writing layout and design
- A look at white space, margins, typeface, and colour

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.

Categories

Administration & Secretarial, Education

Tags

Business Writing, Writing Skills

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