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| Workshop Title | Business Writing Skills Workshop |
| Workshop Duration | 2 Days |
| Workshop Description | This practical workshop delves into how to send precise and concise written messages to a receiver with a high level of professionalism. The workshop highlights the need for a polished structured business writing format, the importance of using contemporary appropriate and grammatically correct language in a message and current practiced and accepted standards of professional writing. |
| Who Should Attend? | <ul style="list-style-type: none"> • Individuals who want to enhance their business writing skills |
| Workshop Objectives | <ul style="list-style-type: none"> • To identify the purpose of writing; • To analyze the audience and suiting it to their reading needs; • To be aware of individual strengths and weaknesses in writing; • To organize your ideas and facts to get your message across; • To put clarity, brevity, accuracy in your messages; • To capture your busy reader's attention early; • To make your writing flow smoothly and positively; • To avoid wordiness, redundancy and delays due to rewrites; • To write punchy, easy to read reports, letters and memos |
| Workshop Outline | <p>Module 1: Introduction to Writing</p> <ul style="list-style-type: none"> • Assessing Your Writing Skills • Understanding the Essential Rules of Grammar • Achieving Clarity, Conciseness and Emphasis <p>Module 2: Developing Effective Writing</p> <ul style="list-style-type: none"> • Planning and Preparing Your Writing • Setting Writing Goals • Understanding Your Audience <p>Module 3: Writing The Right Style</p> <ul style="list-style-type: none"> • Writing to Build Conclusions in the Reader's Mind • Applying the White Space Concept • KISS and be Positive to All Your Writings |

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| | <p>Module 4: Writing Effective Letters, Faxes, Memos and Short Reports</p> <ul style="list-style-type: none"> • Developing and Using a Standard Format • Creating Effective Faxes and Memos- Influencing Management and Respectable Clients • Various types of business letters- complaints, enquiry, collection & sales <p>Module 5: Polishing a Readable Document</p> <ul style="list-style-type: none"> • Editing to Avoid Unnecessary Mistakes • Proofreading for Perfect Spelling • Table & Other illustrations to support the descriptions |
| <p>Training Methodology</p> | <p>The training methodology will include short lectures, role-plays, games, activities, presentations, discussions, idea sharing with continuous evaluation and real time feedback from facilitator.</p> |