

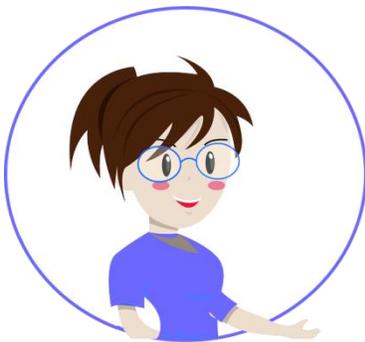
Business Writing Skills

Aim

To supply the learners with the necessary knowledge and confidence, enabling them to conduct professional and accurate e-mail and business writing support. This workshop is relevant to any employee as the majority of business communication is written.

With the advent of the social media wave, our organisations are represented in many forums via the written word.

What Others Had to Say About this Course...



Trainer kept everyone's attention from start to finish. Michael – Armscor

Who Should Attend this Course?

This course will benefit all staff who compile business letters and emails, including admin staff, PAs, Office Clerks, Receptionists and Secretaries

Outcome

The learners will be able to deliver a professional and well-presented business letter or e-mail.

SAQA US ID	NQF LEVEL	CREDITS	US TITLE
12153	4	5	Use the writing process to compose texts required in the business environment

The unit standards above are an indication of the content of the workshop. Our workshop theories are designed to include the outcomes recommended by SAQA US IDs.

Duration: 1-Day

Content

The Six C's of Business Letter Writing	<ul style="list-style-type: none"> • Compiling correspondence that conveys your message to the recipient in a professional manner • The six c's of business letter writing – clear, concise, correct, courteous, convincing, and complete.
Letter Formats	<ul style="list-style-type: none"> • Universally accepted methods of formatting • Templates for a formal letter, and a less formal letter
Keeping your Business Letter to the Point	<ul style="list-style-type: none"> • Detailed exercises covering the compilation of letter writing • Put it into practice
Examples of Letters and Proposals	<ul style="list-style-type: none"> • Different templates of letters that request information
For Longer Letters	<ul style="list-style-type: none"> • Practical methods to ensure the information in your document is navigable
Writing an Informal Proposal	<ul style="list-style-type: none"> • Steps to use when writing a proposal • Comparing a proposal template to theory in order to find errors in the template
Editing and Proofreading	<ul style="list-style-type: none"> • Criteria to apply to a rough draft • Tips when editing a final draft
Getting the Right Tone to your Correspondence	<ul style="list-style-type: none"> • Your correspondence must be pitched correctly • Different approaches to use
Personality Types	<ul style="list-style-type: none"> • Understanding the differing requirements of your readership
Writing in Plain English	<ul style="list-style-type: none"> • How to write in a correct, clear and accessible manner
Common Errors	<ul style="list-style-type: none"> • What these are and how to avoid them
E-mail Specifics	<ul style="list-style-type: none"> • Practical, relevant issues around emailing
More Practical Exercise	<ul style="list-style-type: none"> • Using the examples above to identify any potential business writing errors