

## **Written Business Communication**

All organisations need to convey a first class professional image in every way to stay ahead of the competition. As organisations become more communication driven, it is paramount that all pieces of written documentation are faultless. Your professional reputation can be enhanced or ruined by the documentation that you write. It is essential that the style, content and message of your documentation is concise, correct and appropriate. You need to ensure that you get your message across. It is fundamental that the language used is simple plain English.

It is always important to consider the type of information that needs to go into the specific document we are producing. We need to consider the reader and their requirements. This course provides a framework to assist in written communication.

The course is highly practical to give delegates the opportunity to apply all the techniques covered. It will give immediate guidance on how to improve your style and skill in writing business documentation. You will return to work ready to apply practical ideas, proven techniques and give attention to your written communication. Throughout the 2 days the techniques will be practiced in exercises, this will culminate in producing a report using Word.

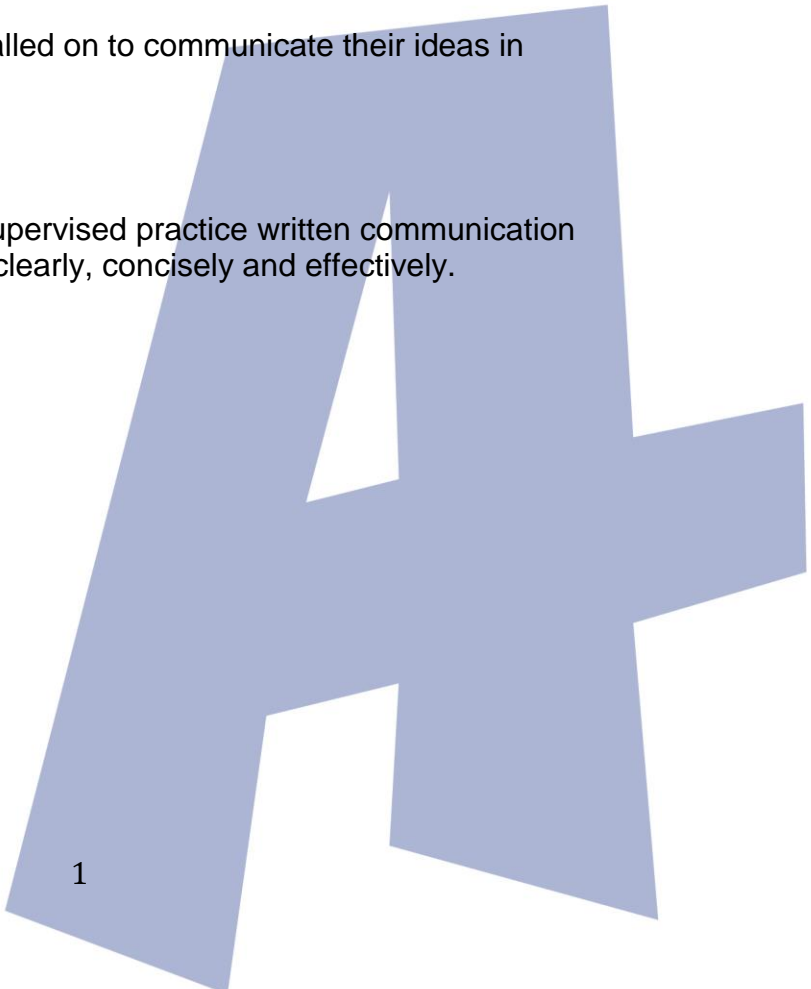
### **Who will the course benefit?**

Staff from all disciplines who are called on to communicate their ideas in written formats.

### **Course Objectives:**

To develop and improve through supervised practice written communication skills, so that ideas are expressed clearly, concisely and effectively.

### **Course Duration:** 2 days



**This course will enable delegates to:**

- Prepare clearly defined objectives.
- Identify logical structure.
- Gather information and organise ideas.
- Improve the clarity of written style.
- Express yourself in a clear, concise and professional business manner.
- Establish the use of grammar, punctuation, sentences and paragraphs.
- Keep their communication simple – avoiding jargon, slang, clichés and complicated vocabulary.
- Present facts, figures, diagrams, graphs and appendices effectively in their documentation.
- Choose the appropriate tone and style for their document.
- Create an impact and keep the document alive.
- Understand and apply the techniques of effective writing.
- Convey confidence and professionalism in writing at all times.
- Outline the various methods of communication.
- Understand the specific needs of reports, specifications and proposals.

## **Course Content**

### **Introduction**

The course is introduced and the structure of the course is defined. Personal objectives are defined for the 2 days.

- Workshop objectives
- Timetable
- Personal Objectives

### **Elements of communication**

Writing is put into the broader context of communication skills. The barriers to written communication are considered and the ways to address them.

- Knowledge of the reader
- Overcoming Barriers
- Appropriate use of written communication

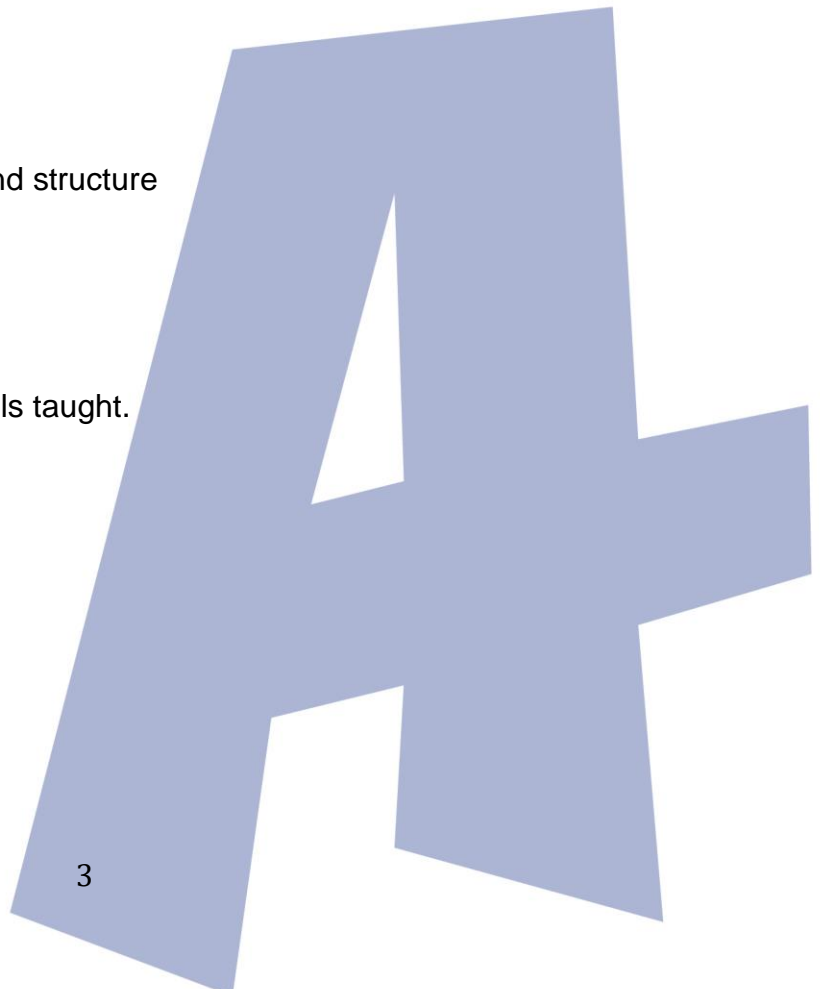
### **Preparation and structure**

The stages of writing are identified. The preparation stage is considered in detail.

- Creating objectives
- Analysing the audience
- Gathering information
- Preparation, organisation and structure
- Generating ideas
- Mind mapping

### **Practical Exercises**

- Participants practice the skills taught.



## **Format and Layout**

Ensuring that you get the format and appearance correct. Creating visual impact. Key elements of documents. The structure of reports, specifications and proposals is considered.

- Format
- Layout
- Structure
- Introductions
- Conclusion
- Management summaries

## **Practical Exercises**

- Participants practice the skills taught.

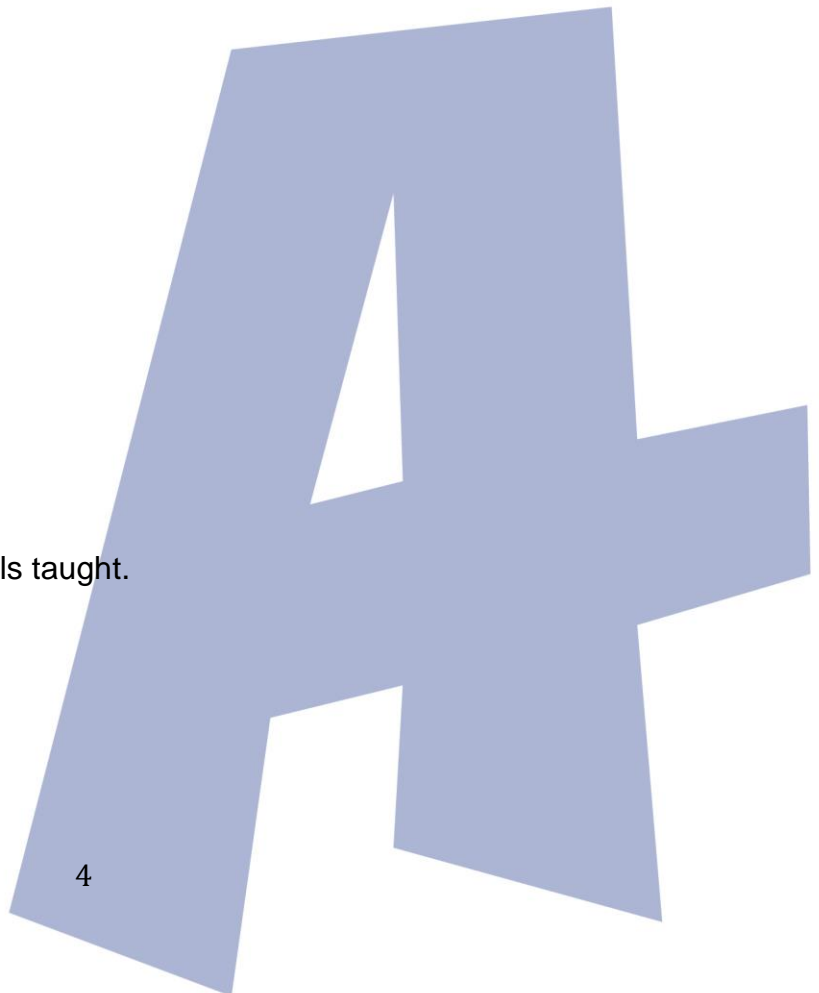
## **Writing the communication**

Styles of writing are considered. Construction of paragraphs and sentences. Awareness of clichés and irritators. Appropriate use of language ensuring a clear and concise message.

- Using plain English
- Writing styles
- Paragraphs
- Use of words
- Structure of sentences
- Creative writing
- Developing style
- Irritators.
- Jargon
- Accurate use of language
- Punctuation
- Grammar

## **Practical Exercises**

- Participants practice the skills taught.



## **Types of written documentation**

The different types of written documentation are considered, focusing on reports, specifications and proposals.

- Procedure Manuals
- Technical reports
- Proposals
- Software Development documentation
- Corporate templates and standards
- Emails, Letters and Memos

## **Revising your Document**

Ensuring that the content and writing is effective.

- Revising the content
- Readability
- Revising your writing

## **Course Review and Close**

- Review the skills learnt during the course. Develop actions to implement once the delegates have returned to work.

## **Practical session**

- Delegates will have opportunities throughout the course to apply the techniques that are covered. They will work either individually or in syndicate groups. Tutors and other delegates will provide feedback on their written work. Where appropriate the use of Word will be used to produce their reports.