

Course Code BSEBC
Duration 1 day

Overview

The quality of the documentation and correspondence we produce is an important factor in creating and projecting a professional corporate image. When we write an e-mail or compose a letter its effectiveness can be judged not just by the information it conveys but also for the impression it creates. This one-day workshop looks at the power of effective written communication in a professional setting, develops the key competencies that underpin effective communication, and provides a framework for honing these skills.

Audience

This course is designed for any business professional who is looking to improve their written business communication skills.

Learning Objectives

By actively participating in this course, you will learn about the following:

- ▶ Recognise and use the 4-block structure for a letter.
 - ▶ Use powerful words and phrases.
 - ▶ Demonstrate the importance of grammar, punctuation and spelling to business correspondence.
 - ▶ Apply appropriate e-mail etiquette.
 - ▶ Recognise the importance of using plain English.
 - ▶ Explain the differences between active and passive sentence construction.
 - ▶ Recognise how clichés and redundant expressions can have a negative impact on correspondence.
 - ▶ Edit business letters using proven techniques.
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Pre-Requisites

There are no specific pre-requisites for this course.

Course Contents

- ▶ What should business correspondence look like and contain?
 - ▶ Writing in plain language and the Plain English Campaign
 - ▶ The 4-block structure
 - ▶ Basic grammar and practising spelling
 - ▶ Eliminating business clichés
 - ▶ Active and passive construction
 - ▶ Setting the appropriate tone
 - ▶ Completion of a personal action plan
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Further Information

For more information or to book this course, please contact our Course Enquiries Team on **01752 227330** (Option 2) or email us at enquiries@skilltec.co.uk.