
Business Writing

A one day programme

To satisfy the requirements of business we have to write various reports and technical analyses. The construction, planning and organisation of written work need to be of a much higher quality to promote a professional image to our customers. As the use of technology increases and more staff and managers write their own reports, memos and e-mail, it becomes evermore crucial that all have a grasp of how to produce professional written work. The programme also covers the construction of good English. It is the objective of this programme to improve the planning, construction, execution, production and maintenance of reports produced in organisations. The training is supported by exercises in both grammar and punctuation together with a case study.

The key elements of business writing

Good documentation, especially in the business field, has to satisfy the needs of an identified audience. Once you, as the author, have identified and taken consideration of the audience the next most important concern is organisation of the document. This organisation can be quite difficult if your identified audience has different needs, and have different levels of understanding of the subject matter. This is what makes business writing difficult, especially where you are a qualified expert, and some of your audience are less well conversant with the topic. A written presentation is usually an exercise in persuasion as well as delivering information. Of course there are other ingredients of communicating opinions, facts, and ideas. These other elements need presenting in a way that persuades a group, or an individual, to adopt, or revise an attitude.

An oral report is transient. Most people forget the details of an oral report overnight, and even the basic concepts become distorted in people's memory within a few days. A written report is permanent. Until the reader finishes reading it, no matter how long it takes, the information will be there, for them to read, until the reader decides to destroy the report. It can be readily available, for them to re-read at any time.

The programme enables participants to:

- Organise their writing of reports to a higher degree of quality
- Understand the importance of standards and layouts to their readers
- Understand the intricacies of written English and English grammar
- Appreciate the use of punctuation in modern English
- Use technical aids such as word-processing, grammar and spell checking
- Use graphical and other visual techniques in presentation

Learning outcomes:

People who attend this training programme will be able to plan, design and write professional reports that are clear and concise. They will also be aware of the pitfalls that are all too common in modern business writing and be able to avoid them. In addition, they will learn how to write work that is persuasive and hard hitting.

Programme Agenda

Planning and organisation

What is high quality documentation?
Analysis of writing
A writing strategy
Getting organised
Product descriptions

Standards layout and design

Standards
Explaining the subject
Technical terms and jargon
Abbreviations

Meetings & Minute Writing

Responsibilities of participants
Duties of officers
The agenda
The minutes
Formal procedures

Typical delegates are:

People who need to improve their business writing skills, with the accent on the efficient production of reports, memos, instructions, e-mail, and other technical literature. In addition, people who need an introduction to simple English skills, and those who need to master the principle of using technology to help them produce professional written work.

Production of the document

How to write reports
Avoiding common writing problems
Using graphics and visual information
Checklists
Execution

Written English

Sentence construction
Vocabulary
Spelling
Punctuation
Grammar

The use of technology

Word-processing
Desk top publishing
Spell checkers
Grammar checkers