

# Professional Written Communication

2 Days PWC

## OVERVIEW

This two-day course provides participants with immediate and practical guidance on how to communicate effectively and professionally in writing.

Organisations and individuals establish their credibility with professional and well written communication. From planning to grammar, tone, style and final proofreading, delegates will quickly develop their writing skills and confidence in order to improve emails, letters and memos.

## DESIGNED FOR

Designed for those who need to reduce the time taken to write professional, accurate documents and be confident in doing so.

If you are already an experienced writer then they may wish to consider our course 'Writing for Results'.

## LEARNING OUTCOMES

By the end of this course participants will be able to:

- Successfully plan and construct their documents.
- Ensure that the readers' needs are met. Be confident that their message is not lost.
- Overcome the 'blank screen/page' syndrome and reduce the time it takes to write.
- Choose the style appropriate to their reader and situation.
- Avoid common mistakes that impact on their professional image.
- Build successful sentences and paragraphs – using punctuation that guides their reader.
- Use a checklist to help proofread the final document.

## TOPICS COVERED

### The Perils and Pitfalls of Business Writing

- Current thinking regarding business grammar
- Tips to ensure we avoid grammatical errors
- Constructing sentences and paragraphs – with appropriate punctuation to create rhythm and flow
- What is 'business language'?
- How jargon, slang and clichés can get in the way of understanding
- Can 'action words' gain results?

### Our Reader

- Tailoring our message to the reader's needs
- Is the reader clear as to WHY we are writing?
- How can we professionally
  - deal with complaints
  - give information
  - get a result
  - persuade our reader
- Creating an impact and keeping our reader 'with us' until the final sentence

### Preparation and Structure

- Relevant information that helps to achieve the objective
- Using T.I.P.E. as a basis on which to build
- The need to present your information in an organised, logical sequence

### How am I 'Coming Across' to my Reader

- Is my style 'reader-friendly'?
- Using 'punchy' openings to gain interest
- Positive or compelling endings to ensure results
- The barriers to an effective, professional style
- Expanding your vocabulary to avoid repetition - keeping your writing 'alive'
- Is my tone persuasive and assertive?

### The Final Stage

- Avoid wasting time re-writing: proofread and edit your writing
- A checklist and structured approach to help find those errors in your final draft

### Action Planning

- Creating your personal action plan for the future

## EXTRA NOTES

*Further Development:  
Writing Effective Reports (RW)  
Minutes Taking Made Simple (MT)*

*An equivalent course is available in Arabic, French, German, Spanish, and Portuguese. Please call us for details.*