

Business Writing Skills



Building through Learning...

Description

Most people create business documents, send emails or letters, and edit reports and meetings summaries and minutes on a daily basis in addition to much other business correspondence. This course will demonstrate how to create business documents that say what you mean and present the information to the reader in a manner guaranteed to achieve the desired results. This course not only covers the basics of how to improve your writing skills but also how to achieve the right result from your written correspondence.

Key Benefits

After completing the course, participants will be able to:

- Structure your business documents effectively
- Learn how to develop documents which professionally communicate and sell your ideas
- Preparing manuals, proposals and business letters
- Select the appropriate format for your audience
- Learn tips and techniques on how to start writing and identify expressions to be excluded from a business letter
- Learn how to write "smart" and get your message across convincingly
- Writing professional emails and business correspondence

Practical Information

Location: Regional IT Institute Premises.

Duration: 16 hours.

Schedule: Twice a week from 18:00 to 22:00

Registration Requirements: Registration form and 2 photos.

Course Outlines

1. General Principles of Writing

- Clarifying objective
- Quick and clear messages, questions to clarify your thinking
- Who is going to read your document? Knowing your reader helps you pitch your message
- Apply our eight principles of good business writing to work you bring with you

2. Writing Techniques for Business Correspondence

- The best sequence of contents
- Structuring text – layouts to support content and draw the reader in
- How to ask for things without starting a long sequence of replies to replies
- How to give bad news – being up-front and empathizing
- Responding to complaints – when you are at fault; when you wish to make a concession; standing firm; what to avoid
- Writing letters of complaint – useful phrases

3. Writing Emails

- Email etiquette for header fields, subject lines, content, forward and reply
- Technical issues; signature files, attachments, and fonts
- Choosing the right structure for your content and objective
- Sending the right message
- How to minimize misunderstanding by recognizing ambiguous content and knowing when to use the phone instead

4. Writing Reports

- Organizing content for easy comprehension
- Techniques for longer documents
- Structuring reports: standard elements and variations
- Checklist for structure

5. Writing Agendas, Minutes or Meeting Summaries

- Benefits of good minute taking
- Agenda – layout and contents to facilitate minute taking
- Layout and style of minutes
- Knowing what to include

6. Writing letters

- Layouts for letters – address, contact details, salutation
- Main part of letter – structure, tone, style
- Closures and enclosures – standard forms

For Information and Registration

Regional IT Institute

Training Programs Office

11A Hassan Sabry Street, Zamalek, 11211, Cairo, Egypt.

Hotline: 16147

T: (+202) 2737 6006 / (+202) 2737 5206/7 **F:** (+202) 2739 1380 **M:** (+2) 010 0668 8959

E: info@riti.org | **W:** www.riti.org