

# Business & Report Writing Skills

## INTRODUCTION

This course is designed to help participants learn and practice the skills and techniques to plan, structure and write clear and logical business correspondence, which will achieve its intended outcome.

Participants are requested, where possible to bring examples of typical documents and/or reports they may write at work. These will be treated in confidence.

## COURSE OBJECTIVES

*By the end of the course, delegates will have:*

- **Identified** the skills of effective writing
- **Increased** confidence in writing business correspondence
- **Used** a systematic approach to writing letters, memos, e-mail messages
- **Practised** composing a range of documents
- **Structured** the correspondence logically
- **Developed** the skills to write clearly and concisely
- **Practised** the skills of writing to achieve results through focusing on clear objectives and outcomes
- **Developed** a personal action plan for implementation in the workplace

## COURSE CONTENTS

### What is Effective Writing?

Rules of good techniques  
Identifying with the reader  
What is important to the reader?

### Preparation for Writing Business Correspondence

Aims and Objectives  
Structuring a letter  
Practical Exercises

### Readability

Using Language  
Plain English  
Punctuation  
Clarity Index  
Practical Exercises

### Getting Your Document Together

Sequence and Order  
Putting it into words  
Presentation and Style  
Editing  
Practical Exercises

### Creating the Right Impression

How people read correspondence  
Creating maximum impact  
Writing to persuade  
Practical Exercises

### Personal Development Action Plan

**COURSE DURATION:** 1 Day Course

[www.oaktree-training.co.uk](http://www.oaktree-training.co.uk)

