

Effective Business Writing Programme 1

Writing clearly, simply and correctly

"This programme addresses all ambiguities in writing and enhances writing skills."
Communications Officer – Eskom

Introduction

Did you know that one in four people prefers to communicate via email rather than face to face, and that this number will increase to three out of four people by 2020? Did you also know that as a business person, you probably spend around three quarters of your day reading or composing written communications?

Contrary to popular belief, the increasing reliance on technology in today's business world means that having good writing skills is not only important, it's essential.

Our **Effective Business Writing – Programme 1** course will give you the practical training you need to improve your English business writing skills. From writing memos and letters to composing emails and writing simple reports, we use a **blended learning approach**, within a small group environment that delivers **measured improvement** to help you create the right impression with your written communication. Get this wrong, and you risk destroying your brand's reputation with your customers, staff, internal suppliers and shareholders.

What does the course involve?

Over two days, you'll complete several practical assignments to put your newly acquired skills into practice. You'll also be given several post-course exercises to complete in your own time once the two days are over. Throughout all of it, you'll receive personalised feedback and support from your facilitator. By the end of the course, you'll be able to:

- Overcome common English business writing challenges, including:
 - Setting objectives;
 - Targeting the reader;
 - Using correct grammar, tenses and punctuation;
 - Constructing sentences;
 - Communicating with clarity;
- Create a logical writing structure for better readability;
- Perform routine writing tasks;
- Edit, proofread and finalise your own writing.

We know that every business is different, which is why our course recognises the different writing outputs, conventions and styles that you may have to take into account when writing business documents within your organisation.

Who should attend this course?

This course is ideal for you if you're looking to fine tune your English writing skills, or if you:

- Are employed in an administrative position;

- Have had exposure to business correspondence;
- Are a second language English writer wanting to improve your business English;
- Are newly employed and want to learn how to write routine business documents.

How is our approach different?

Because individual needs and writing skills vary, we take a unique approach to ensure that you get the most out of the course:

- Our **pre-programme online assessment** will help you choose the most suitable writing programme we offer that best meets your specific needs;
- Our **integrated learning approach** using our Learning Management System (LMS) ensures that you get maximum practice, as well as accurate measurement of how you're progressing;
- You'll get **permanent access** to our online, e-learning English writing exercises, where you'll enjoy the benefit of automatic assessment and instant feedback on all material;
- We give you **online reporting** on comparisons of current and past exercise results.

Through a **measured, quantifiable** approach, we make sure that you have the best chance of retaining and applying the new skills you've learned.

Learning assessment

Before you enrol on the programme, we'll assess you to see what your current English writing competency is – in other words, whether you need further literacy training or can move straight on to our more advanced writing courses. Our course is highly outcomes-based: after the completion of the course, we'll evaluate your post-course exercises against your pre-course assessment so that you can gauge the progress you've made.

- **Programme duration:** 2 days
- **Group size:** 12 – 16 participants
- **Prerequisites:** a score above 40% on our online **Business Writing Assessment**
- **Pre-work:** online pre-programme assessment

Aligned to NQF

- **Level:** 4
- **Credits:** 5
- **Services SETA company full accreditation number:** 0595



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