

EFFECTIVE BUSINESS WRITING SKILLS

Rationale

Letters, memos, e-mails and reports are vital communication tools in any organization. Effective business writing skills enable individuals to create a positive first impression and to climb the career ladder faster. For an organization, effective business writing skills not only enable it to enhance its credibility but also to attract and retain customers.

Objectives

At the end of the workshop, participants should be able to:

1. Explain the importance of effective business writing skills.
2. Explain the 6 C's of effective business writing.
3. State the seven standard parts of a business letter.
4. State at least four tips for writing effective memos.
5. Explain the eight steps in writing an effective business letter.
6. State at least seven guidelines on proper e-mail etiquette.

Content

1. Understanding business communication
2. Planning business messages
3. Organizing and composing business messages
4. Creating effective sentences and coherent paragraphs
5. Writing proper letters and memos
6. E-mail etiquette
7. Writing effective business reports

Methodology

Interactive lectures, exercises, feedback and critique

Duration

2 days

Target Group

Managerial employees

Facilitator

K.N. Krishnadas