



SS073: Business Writing Program (Soft Skills)

Training Description:

Did you know that an estimated 30% of all business emails are aimed at clarifying miscommunication generated from the other 70%? As more and more organizations come to this realization, business writing skills training has become a staple for capability development initiatives.

This training course provides an introduction to business writing skills as they relate to the drafting of emails, memos and business letters. During this course, we will describe and apply structuring and business writing techniques designed to cater for the modern business environment. Above all, we will emphasize the use of simple, clear and positive language in addressing day to day business affairs.

Training Objectives:

By the end of the training, participants will be able to:

- ✓ Apply the fundamental pillars of business writing for achieving better results
- ✓ Practice basic techniques for writing effective emails, letters and memos
- ✓ Demonstrate professionalism by writing in a clear, specific and positive manner
- ✓ Deliver solid conclusions through organized structure and flow
- ✓ Use practical and modern methods for powerful business writing

Training Designed for:

This course is intended for All individuals operating in a business setting with a need to express themselves effectively in writing.

Training Requirement:

“Hand’s on practical sessions, equipment and software will be applied during the course if required and as per the client’s request.”

Contents can be adapted to your specific wishes. It is therefore possible to focus on specific modules of the training course as per client’s learning needs and objectives. Further, it should be forwarded to us a month prior to the course dates.

Training Program:

FIVE DAYS:

❖ INTRODUCTION TO BUSINESS WRITING

- Definitions of business writing
- Setting emails, letters and memos in context
- 6 tips for writing effectively
- Recognizing the hallmarks of effective writers
- Applying modern day business writing techniques

❖ CHARACTERISTICS OF BUSINESS WRITING

- Writing considerations
- Guidelines for sentences
- 7 traits of organized writing
- Setting a purpose
- Investigating the audience

- Organizing content to match your audience
- Using clear, specific and positive writing
- Developing your business writing style
- Using visual aids powerfully
- Complementing writing with tables and charts
- ❖ **WRITING STRATEGY**
 - Organizing thoughts
 - Pyramid structuring
 - Developing a compelling storyboard
 - 3 parts to a message
 - Achieving flow through effective transitioning
 - Applying pyramid structuring to your writing
 - Making the most of your facts
 - Deductive reasoning
 - Abductive reasoning
 - Building a compelling introduction
- ❖ **BIG TIPS ON WRITING**
 - Applying George Orwell's 5 rules for effective writing
 - Promoting clarity in writing
 - Avoiding miscommunication
 - Managing and delivering expectations
 - Responding to different email scenarios
 - Understanding different reader personalities
- ❖ **USING POWERFUL LANGUAGE**
 - Writing considerations
 - Using visual aids
 - 7 tips for writing effectively
 - Using power words to influence your audience
 - Presentations: less is more
 - Using visual aids effectively
 - Managing a checklist for your writing
 - Going the last inch
 - How to be a successful business writer
- ❖ Course Conclusion
- ❖ POST-ASSESSMENT and EVALUATION

Training Methodology:

This interactive training course includes the following training methodologies as a percentage of the total tuition hours:

- 30% Lectures, Concepts, Role Play
- 70% Workshops & Work Presentations, Techniques, Based on Case Studies & Practical Exercises, Gamification, Software & General Discussions
- Pre and Post Test

Training Certificate(s):

CMCT Internationally recognized certificate(s) will be issued to each participant who completed the course.

Training Fees:

TBA as per the course location - This rate includes participant's manual, hand-outs, buffet lunch, coffee/tea on arrival, morning & afternoon of each day.

Note: The 5% VAT (Value Added Tax), will be effective starting 01st of January 2018 as per the new regulation from the UAE Government. The VAT applies for all quotation both for local and abroad.

Training Timings:

Daily Timings:

07:45 - 08:00	Morning Coffee / Tea
08:00 - 10:00	First Session
10:00 - 10:20	Recess (Coffee/Tea/Snacks)
10:20 - 12:20	Second Session
12:20 - 13:00	Recess (Prayer Break & Lunch)
13:00 - 14:00	Last Session

For training registrations or in-house enquiries, please contact:

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