## Course Overview:

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 course provides a complete knowledge 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.

## Course Objective:

By the end of the course, 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
- Demonstrateprofessionalism 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

## Course Outline:

Introduction to business writing

- Definitions of business writing
- Setting emails, letters and memos in context
- 6 tips for writing effectively
- Recognizing thehallmarks 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 reasoningAbductive reasoning
- Building a compelling introduction

## Training Language:

English-Arabic

## Training Methodology:

This course uses a variety of learning tools, including writing activities, storyboarding, controlled experiments and videos.

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

## Who Should Attend:

All individuals operating in a business setting with a need to express themselves effectively in writing.