

Established 1987

BUSINESS WRITING FOR PROFESSIONALS 2 DAY WORKSHOP

This two-day workshop is designed to meet the needs of anyone who needs to write clear, concise, effective business documents.

It begins by identifying individual problem areas in writing, teaches the core knowledge and skills designed to correct those problems, and then offers you the chance to practise writing documents that meet the best standards of business writing.

2017/2018 Course dates

28 - 29
November 2017

23 - 24
January 2018

10 - 11
May 2018

Venue

Gray Training
Florida North

To book

Call: 011 472 3516

Fax: 011 472 4999

dominique@gray-matters.com

Workshop fee

R4,650.00

per delegate (VAT excl)

We offer a **10% discount** for bookings of three or more delegates from the same company

All workshops include:

- Tuition
- Course material
- Light meals and refreshments

In-house workshops available on request. Contact karen.gray@gray-matters.com for details.

BUSINESS WRITING FOR PROFESSIONALS

You will exit the learning period with the skills to:

- Analyse the reader's needs
- Structure business documents effectively
- Write using the correct tone, vocabulary and grammar

Workshop content

- Identify your learning style and its impact on writing
- Clarify your purpose
- Construct effective emails
- Choose words that work
- Use punctuation to make your point
- Write with style
- Write different types of letters
- Structure meaningful reports using the pyramid technique
- Write a proposal
- Write clear instructions
- Write useful minutes

Methodology

One week before the workshop, you submit samples of your writing to help us identify your professional writing needs. We structure the activities and exercises to meet these needs.

The workshop is based upon the principle that we need to make the right mistakes so that we can learn to write correctly. We work through a variety of practical (and very enjoyable!) activities to allow this to happen.

After the workshop we keep the learning fresh by providing a three-month coaching service and emailing regular writing tips.

No one really wants to read a document. They just want to know what it says.

Write with thought...

One-third of professionals write poorly:
Harvard Business Review

We train people to present – it's a business skill. So why don't we train them to write, clearly and persuasively? The case for teaching it seems so obvious.

Jeremy Bullmore, former Chairman of JWT London, member of WPP Advisory Board

How many of us, I wonder, when faced with pretentious gobbledygook and empty jargon, experience a kick start into despair mode?

HRH Prince Charles

People who write obscurely are either unskilled in writing or up to mischief.
Professor Sir Peter Medawar