

Business Writing

Based on SAQA's Unit Standard 12155, NQF Level 4, 5 Credits

Introduction

We all know what good writing is. Good writing is the email that gets action or the letter that says what a phone call can't. In business writing, the language is concrete, the point of view is clear, and the points are well expressed. Effective business writing is hard work but the benefits to your career and the reputation of your organisation are well worth the effort it takes to master this vital business skill.

From planning to final proofreading this intensive two-day programme will provide you with immediate and practical skills so that you can communicate powerfully, effectively and professionally through written communication.

You are encouraged to bring along examples of your writing to receive personal feedback from the facilitator.

Course Objectives

- Learn the value of good written communication.
- Learn how to write and proofread your work so it is clear, concise, complete, and correct.
- Apply these skills in real world situations.
- Understand the proper format for memos, letters, and e-mails

Course Outline

The C's of good written communication

- Be clear
- Be concise
- Be complete
- Be correct

Nuts and Bolts of good business communication

- Active and passive voice
- Sentences and paragraphs
- Readability
- Style
- Practical language skills
- Punctuation

Recognising explicit ideas and information in written texts

- Identifying the most important information in a written text
- Sequencing ideas correctly
- Comparing similarities and differences in texts
- Paraphrasing and summarising important information
- Consolidating information from various sources
- Reading between the lines

Business writing

- Business Letters
- Emails
- Reports
- Minutes

Evaluating your writing

- Spelling and Proofreading