

Writing Skills for Business Course Outline

Duration: **3 hours**

Course Description

When did you last take time to focus on your writing? We all write every day -- email, texts, reports, tweets and more -- but we can easily take it for granted, even though it's often the first impression we give potential customers or clients.

We'll be spending the morning thinking about when, what and why we write -- to figure out how we can improve our written communication skills, develop a clearer sense of the relationship between our target audiences and the forms we're using to reach them, and use this new understanding to gain confidence about our writing and the messages we're sending.

Don't worry -- it won't be anything like English at school. The workshop will be friendly, interactive and, above all, *useful*. You write every day anyway, so why not write well?

Who should attend?

Ideal for anyone who wants to improve their written communication skills -- whether that's more effective emails to colleagues and customers, stronger social media posts, or clear, accessible copy that conveys your business accurately and attractively.

What will it cover?

- looking at *what, when and why* you're writing
- thinking about what you want your writing to achieve
- identifying your audience
- understanding different forms
- considering what makes 'good' writing
- helping your writing show your business in its best light
- And, of course, much more than that...

Training Process

Presentation, individual and group exercises, and open discussions designed to help you think in new ways about writing and develop new skills -- or apply old ones in new ways.