TRINITY TRAINING

Workshop title: Effective Business Writing (adapted to emails, letters or reports)
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Aim: To help managers and staff express themselves professionally in writing within the constraints of a typical business environment

Designed for: Managers of staff who write emails, letters or reports for customers or management

Objectives: During the workshops, managers and staff will
- learn to choose language and grammar that is easy to understand
- identify how to change the tone of their writing
- collect ideas quickly and effectively for written preparation
- realise structure of writing can help readers respond positively
- present a document with layout pleasing to the eye and easy to read

Method: This workshop uses practical exercises of writing and editing written material in order to develop skills and confidence during the two days.

Content   **Introduction and objectives**
* The role of writing in business rather than education or literature
* Factors that encourage people to read within a business environment

Language as a communicator
* Words and phrases can be a stumbling block or an aid
* Pace information in terms of sentence length and construction
* Use punctuation, spelling and grammar to help, not to hinder, the
  reader

Evaluate readability
* How to review writing to see how easy it is to read and to understand
* Personal reviews of participants' own business writing

Writing preparation
* Collecting and ordering ideas through the use of mind patterns
* The purpose and aims of different writing in terms of the reader
* how to achieve different styles and tones in business writing

Structure and content
* A logical, clear structure to help the reader as well as the writer
* It's not what you say, but how you say it!
* The importance of the overall presentation and guidelines
* Re-read your writing to check all the above are consistently achieved

All readers are customers
* Putting across the right image for the organisation
* Responding to letters and emails of complaint