



# BUSINESS WRITING SKILLS

## Objective:

---

The objective of this program will be for the participants to understand that,

**“My effectiveness and productivity will be dramatically enhanced if I improve my communication skills.”**

This program will give the participants two core learnings:

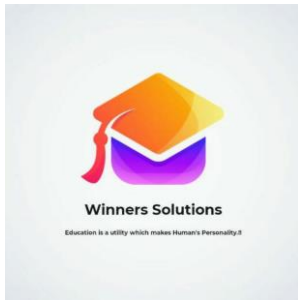
1. Powerful techniques to write effectively to the targeted audience
  - a. Structuring one’s writing
  - b. Writing clearly and succinctly
  - c. Addressing the audience needs
2. Global business email etiquette

## Training Topics:

---

### Business Writing

- **Rules of Effective Writing:**
  - **Understanding your reader’s needs:**
    - Writing to answer the reader’s question, “What is in it for me?”
    - Writing to keep the reader engaged
    - Understanding the objective
    - Organizing your thoughts
    - Getting to the point:
      - Inductive vs. Deductive approach
      - The ABC of writing
      - Paragraphing
      - Use of lists



# BUSINESS WRITING SKILLS

▪ **Responding Effectively Using the 5 Cs' of Communication:**

- I. Conscientious
- II. Clear
- III. Careful
- IV. Concise
- V. Correct

▪ **Enhancing the Impact of Your Writing:**

- Use a variety of rhetorical strategies (e.g. expository, argumentative, descriptive)
- View writing as a process requiring planning, drafting, and revising
- Write for a variety of audiences
- Understanding the common mistakes with Indianisms -Use of International Standard English

▪ **E-Mail Etiquette**

- General etiquette
- Sending effective messages
- Form and tone of the messages
- Responding to messages
- Organizing the different parts of an email:

Greeting	Enclosures
Closing	CC & BCC
Subject Line	Screen Appearance
Spacing	Font
Replying	Flaming

**Training Hours:**

---

The duration of the training program will be 8 hours.



# BUSINESS WRITING SKILLS

## Training Methodology:

---

- Instructor Led Training
- PowerPoint will be used to teach concepts and show movie clips (where appropriate)
- Activities, which enhance their understanding of theoretical concepts, will be used
- The training will be centered on experiential learning techniques

## Resources Required:

---

- Momentum Training Solutions will conduct the training
- Maximum number of participants to a class will be 15
- The training will be conducted at a venue organized by your organization
- The following will be provided by your organization:
  - Handouts will be printed/photocopied
  - The LCD Projector & Audio Speakers



Winners Solutions