

## EFFECTIVE BUSINESS WRITING

*Practical, interactive workshop to help you write succinctly and with impact*

*Example outline for 6 hours face-to-face or 4 sessions live online*

Clear, accurate writing is essential for all businesses, to promote good relations and a good image, to avoid misunderstandings and claims, and to save time and costs relating to reviewing and writing documents.

### **Who should attend?**

Anyone who writes business documents (email, reports or other), including support staff.

### **By attending, you will**

- be able to spot common writing issues and become aware of your own
- learn and start to adopt guidelines for writing clearly, accurately, and with impact
- review your punctuation and spelling, and be able to avoid common grammar errors

### **Content**

- Writing for the reader and for your purpose
- Layout
- Planning and structuring the document
  - getting to the point, and ordering information logically
  - using the five *Wh's* and *How*, to tell the story and be complete
  - helping the reader with signposts
- Keeping writing simple for the reader, eg using short, unambiguous sentences, familiar words, and verbs instead of nouns; avoiding wordiness; and limiting passive voice
- Writing paragraphs that flow and connect
- Punctuating accurately, and avoiding common grammar and spelling errors
- Adopting some techniques for writing persuasively and with impact

Exercises throughout in the context of email and report writing, including monitored practice and some group feedback.

You will receive written best-practice guidelines for use in the office.

***See next page for tailoring and method for online sessions...***

## Trainer

Stella Styllis, who practised as a solicitor for over twenty years. Since 2003, Stella has been delivering training in legal and business writing to lawyers and business people from the UK and worldwide.

### Tailoring, and combining with one-to-ones

**For career level or team/department.** This can include secretaries and other support staff.

**To focus on in-house content or documentation.** We review samples of participants' writing before the session to identify areas for improvement.

**Combined with short follow-on one-to-one sessions.** These work well to review submitted samples and apply learning to individuals' writing. Trainer and participant agree a checklist for future focus.

**Training on report-writing or email-writing.** This can follow on from or be combined with this course.

**For non-native speakers.** This will include some focus on grammar and language, based on pre-course assessments of English levels and other needs.

### Method for live online sessions

**Zoom preferred** but can use similar platforms.

**Trainer monitoring and input throughout** for maximum individual attention and benefit.

**Small groups** up to 9. Contact us to discuss higher numbers.

**Work in ones, twos and threes in breakout rooms** with screen-sharing and joint document annotating.

**Homework**, brief, between sessions