

Written Communication – The Professional Approach

Communication Skills

Business Writing

Creating & Keeping Business

Personal Development

Recruitment & Retention

The Complete Mngt. Portfolio

The Complete Trainer

Other

Course Code:	SSWCPRAP
Duration:	1 Day
Pre-requisites:	There are no pre-requisites for this course.
Aims:	This course is aimed at people who want to refresh their written communication skills whether for business or personal use.
Objectives:	<p>On completion of this course delegates will be able to:</p> <ul style="list-style-type: none"> ▪ Understand the process of writing effective communication ▪ Demonstrate your ability to apply a professional standard ▪ Use basic punctuation and grammar correctly ▪ Create a precision written document ▪ Recognise good/bad business styles ▪ Have an analytical view to writing to ensure that concise information is given
Course Features:	This course enables participants to evaluate their written communication skills with exercises to enable excellence in business correspondence.
Content:	<p>The planning stage</p> <ul style="list-style-type: none"> ✓ Why are you writing this letter or email? ✓ Are letters or emails appropriate? ✓ Creating positive impact ✓ Identifying customer needs ✓ Clarity of purpose <p>The creation stage</p> <ul style="list-style-type: none"> ✓ Format, templates, styles and fonts. ✓ Using simple language ✓ Expressing yourself appropriately <p>Constructive proofreading</p> <ul style="list-style-type: none"> ✓ Grammar and punctuation ✓ The 'kiss' principle of writing <p>The double check</p> <ul style="list-style-type: none"> ✓ Professionalism ✓ Language/tone ✓ Customer - centred image

Perfect Partners:

Other courses which naturally complement this course include:

- **Effective Minute Taking**
- **Report Writing**