



PROFESSIONAL WRITTEN Communication

Course Introduction:

Organizations and individuals establish their credibility with professional written communication. This Professional Written Communication Skills training course provides delegates with immediate and practical guidance on how to communicate effectively and professionally through written communication. In areas ranging from planning and grammar, tone, style and final proof-reading delegates will quickly develop their professional written communication skills and confidence in order to improve e-mails, letters, memos and reports.

Course Objectives:

- Plan, prepare and write with greater confidence.
- Construct letters, memos, e-mails and short reports that get results.
- Produce written communications that relay your message to the recipient in a positive, professional and persuasive manner.
- Save time and handle correspondence with less instruction.
- Adapt your writing style to suit the nature of the correspondence whilst achieving clarity and brevity.
- Write accurately and professionally while avoiding unnecessary jargon or clichés.
- Avoid common errors and use sentences, paragraphs and punctuation correctly and effectively.
- Analyze and edit your work quickly and constructively and adopt effective proofreading techniques.

المركز العالمي للتدريب والتطوير
International Centre For Training & Development

Who Should Attend?

Individuals who want to save time and produce accurate, professional business correspondence with confidence.

Course Outline:

The Principles of Effective Business Writing

- Types of business documents: letters, reports, e-mails, facsimiles and minutes

Avoiding Common Problems

- The rules and reasons for grammar - avoiding common pitfalls
- Building better sentences - using punctuation to aid understanding
- Vocabulary, spelling, jargon and slang
- Formal words, proprietary names and copyright

The Recipient

- Focusing on the reader's requirements
- Using the right approach - responding to complaints, giving information, getting action, interesting customers etc.
- Creating an impact - getting and maintaining the reader's attention
- The use of 'action words' to inspire positive response and results

Preparation and Approach

- Clearly defining the objectives of the document
- Gathering factual information to assist in conveying your message
- Organising your thoughts/material logically
- Simple structuring

Styles of Writing and Being Persuasive

- A 'reader-friendly' style - compelling openings and positive conclusions
- Informative, persuasive or assertive writing
- Imaginative use of vocabulary

Developing Your Style of Business Writing

- Overcoming 'word inflation' and cutting out the 'waffle'
- Writing in a clear, concise and professional business manner
- Expressing yourself - conversational and appealing writing
- Enhancing your language skills and expanding your vocabulary

Constructive Self-analysis

- Avoiding redundant phrases, unnecessary jargon and clichés
- Identifying and correcting grammatical errors
- Proof-reading and editing - avoiding time-consuming rewrites

Personal Development

- Progressing your writing skills - introduction to report writing
- Refining your skills - learning to get it right first time
- Formulating an action plan

Course Fees:

To be advice as per course location. This rate includes participant's manual, Hands-Outs, buffet lunch, coffee/tea on arrival, morning & afternoon of each day.

Course Methodology:

A variety of methodologies will be used during the course that includes:

- (30%) Based on Case Studies
- (30%) Techniques
- (30%) Role Play
- (10%) Concepts
- Pre-test and Post-test
- Variety of Learning Methods
- Lectures
- Case Studies and Self Questionnaires
- Group Work

Course Certificate:

International Center for Training & Development (ICTD) will award an internationally recognized certificate(s) for each delegate on completion of training.

Course Timings:

Daily Course Timings:

08:00 - 08:20	Morning Coffee / Tea
08:20 - 10:00	First Session
10:00 - 10:20	Coffee / Tea / Snacks
10:20 - 12:20	Second Session
12:20 - 13:30	Lunch Break & Prayer Break
13:30 - 15:00	Last Session