



## High-impact business writing (open course)

Our courses

We're all busy. All the time. Despite the credit crunch (or because of it), getting attention is still almost as difficult as getting money. Finely tuned business writing skills give you a real advantage when you need to get people to sit up and take notice.

### Make everything you write count

In this intensive, practical session, we'll show you how to produce effective business writing quickly, and get your documents to the top of the pile. You can apply the methods we teach to all areas of your business: proposal writing, reports, procedures, letters and emails.

### Work on your own writing

Everyone has their own writing style, so we'll first ask you to send in a document for one of our business writing experts to analyse. Then we'll produce a graph to show you which skills you need to concentrate on to make the biggest impact with your writing.



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### Who is it for?

This course will benefit anyone who has to write anything at work. Ever. Open courses are a great way to train only one or two people, or to sample our training before bringing it in-house.

### How long is it?

One day.

### Where is it?

Central London: the School of Oriental and African Studies (SOAS),  
10 Thornhaugh Street, Russell Square, London WC1H 0XG.

### Why it works

- Pre-course writing analysis identifies the areas you need to work on.
- Small group training ensures you get individual attention.
- Follow-up support includes free telephone and email support for a year.
- Optional post-course analysis reassures you that you're applying what you've learnt. Or not. We can also write a brief action summary to tell you where to focus your efforts now.

## What you'll learn

On this one-day course you will learn how to:

- **set a clear objective**
- **build a logical structure**
- **get your key messages across**
- **choose an appropriate style**
- **establish and build rapport**
- **keep readers reading**
- **make your writing more readable**
- **write confidently and clearly**
- **construct sound, clear sentences**
- **use punctuation logically and helpfully**
- **be sure of your grammar**
- **leave a positive last impression.**



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### Course programme

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**9.30 Introduction**

- Welcome
- Course overview

- Why good writing pays off
- Putting the reader first
- Having a clear objective

**10.45 Coffee**

- Building a persuasive argument
- Getting started
  - Overcoming writer's block
  - Assembling the facts
- A logical structure
  - Making the information flow
  - Meeting (all) readers' needs
- Intros and endings
  - Building rapport quickly
  - Making endings memorable

**1.00 Lunch**

- Improving readability
  - Reader-centred writing
  - Make your writing active
  - Writing in plain English
  - Structuring your sentences for easy reading

**3.30 Tea**

- Effective letters
- Making the most of email
- Confident grammar
- Perfect punctuation

**Summary**

**5.30 Close**

Get your documents read: discover how to grab your readers and keep them reading.