



Effective business writing /Email management

This workshop can be tailored to meet an organisation's requirements and gives an overview of strategies and best practice for effective writing to achieve results. It will help you to save time and increase your confidence in writing.

The interactive workshop will provide you with a framework for establishing your objective when writing and using a process and techniques to achieve it. You will learn how to plan and structure your writing whilst considering your reader. The workshop will enhance your ability to write clearly and concisely, using appropriate style and tone. It will enable you to present a positive image of yourself and your department / organisation. You will learn how to manage emails to stay in control.

Course duration

Typically 1 day

Who should attend?

All employees needing to communicate in writing

Course content

Background

- defining effective communication at work
- barriers and how to overcome them. Why write?

Stage One: Design

- clarifying your objective and message
- identifying your reader
- planning content and structure

Stage Two: Writing

- top tips for writing well and the Plain English Campaign
- presenting a positive impression
- salutations and signatures, beginnings and endings
- the ABC of effective writing: accurate, brief and clear
- paragraphs, sentences, words and phrases
- style and tone

Stage three: Editing

- the presentation and layout
- proof-reading
- sentence construction
- using punctuation to help understanding

Email management

- email etiquette and organising emails

Pre-requisites

None

Course style

Highly participative using exercises and practice sessions

Objectives

As a result of attending this workshop, you will be able to:

- achieve effective communication and understand how to overcome the barriers to this
- clarify your goals and identify readers' needs and expectations
- plan and structure writing effectively
- demonstrate best practice in writing to achieve results
- manage emails to save time and stay in control