



EFFECTIVE LETTER AND EMAIL WRITING FOR BUSINESS

“The difficulty is not to write, but to write what you mean.”
– Robert Louis Stevenson.

Course Overview

Effective business writing shows you how to communicate in business with style and purpose. Writing that letter or email to influence your readers must be delivered not just using clear and concise language, but it must be delivered with care to connect with the reader.

The goal of this 2-day workshop is to help you write with greater ease, precision and clarity with a touch of courtesy. We will show you the building blocks of successful writing to hone your skills in organizing your words and thoughts on paper, structure your messages logically, and improve on the style, language and tone.

Objectives

At the end of this programme participants will be able to:

- Design clear and concise messages in letters and email.
- Structure information logically for the reader.
- Influence and persuade readers to take the action required.
- Hone the skills of writing business letters and emails.

Content Outline:

1. The ABC of Writing
2. Laying the foundation
3. Structure Your Writing
4. Develop Your Writing Style
5. The tool for writing
6. Honing your skills
7. Editing for content and structure
8. Proofreading the final draft

Methodology

A mixture using presentation, games, individual exercises and group work. Participants are encouraged to bring in some documents they have sent or received for discussion to analyse for improvement in format, style or language.

Target audience

Executives, PAs, Administrators and any professionals who want to write better business correspondence.

Facilitator

Nancy Ong Chen Gan

Duration : 2 days