

BUSINESS WRITING SKILLS – INTRODUCTION FOR MANAGERS

Unit Standard	119472
NQF	Level 3
Credits	Varied
Duration	1 Day
Organisational Development Area	Managers & employees who are required to write business reports, proposals and effective business correspondence.

SYNOPSIS

Report and business writing course provides business professionals of all levels with the skills to improve their writing in order to become more effective at their jobs. Good business writing is not a gift, which you either have or you don't. It is a process that can be taught and managed like any other business processes. The best business writing has its own rules.

This course explains what those rules are and shows you how to write reports that persuade decision makers; correspondence that get straight to the point and contains practical guidelines for writing business correspondence and materials with speed, precision and power.

Designed to provide impact to your everyday work performance, this course in persuasive business writing contains; examples of different types of concise yet complete writing, types of reports and correspondence in the business world to proposals.

These documents can be customised to business requirements and used as templates for future correspondence.

COURSE OUTLINE

- **Writing An Art:**
 - Why Write;
 - The 4 C's.

- **Grammar and Writing Mechanisms:**
 - Seven Ways to Simplify Your Writing;
 - Active and Passive Voice;
 - Audience Analysis.

- **Writing Business Correspondence:**
 - Writing Business Letters;
 - Parts of a Business Letter;
 - Types of Business Letters;
 - Five Secrets to effective business letters.

- **Reports:**
 - Four Basic Organisational Tactics for Organising a Report;
 - Different Types of Reports.

- **Formatting and Precision:**
 - Writing Challenges;
 - Spelling and Proofreading.

COURSE OUTCOMES

Upon successful completion of this course, learners will be able to:

- Demonstrate an understanding of paragraph writing;
- Identify the different methods of planning;
- Recognise the value of good written communication;
- Understand how to write and proofread your work so that it is clear, concise, complete and correct;
- Apply the requirements of effective report writing;
- Apply effective proofreading and formatting techniques.