



**Course:** **Advanced Writing Skills for Professionals**

**Contact Hours:** **18**

**Pre-requisites:** **None**

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### **Abstract**

You are what you write. Advanced Writing Skills for Professionals focuses on developing your business writing skills. The objectives of business communication are to inquire, inform and persuade.

On completion of this course participants will learn creative and effective ways of doing all three professionally. Participants will learn how to construct effective and informative business writing that is clear, concise and logical. This course will show you that effective business writing is easier and more pleasurable than you thought it to be. You are what you write. This course will allow you to reflect a professional business attitude. Participants will be able to improve their writing image to reflect a person who is organised, a creative thinker, a planner with clear thoughts and solutions.

### **Target Audience**

This course is targeted to all professionals, managers, supervisors, administrative personnel, anyone wishing to improve his or her writing skills.

### **Learning Outcomes:**

On completion of this course, learners will be able to:

1. Identify key elements and principles of communication
2. Demonstrate an understanding of the communication process
3. Be able to compose all common types of written communication in a clear, complete and correct way
4. Use language that is appropriate to the purpose of any given document
5. Understand the process of revising documents

## **Course Content**

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### ***Learning Outcome 1: The Basics of Communication***

- Language – how it works
- Grammar and usage – sentences, phrases and clauses
- Using and developing cohesive paragraphs
- 5 ways to develop a paragraph
- Transitional elements

### ***Learning Outcome 2: Planning Business Communication***

- The three step writing process
- Planning, writing and completing
- Defining and testing your purpose
- Importance of analysing your audience and developing an audience profile, investigating and adapting
- Factors to consider when choosing the most appropriate channel for your message

#### ***Part one***

- Introduction to Effective Communication
- Structuring & Designing Documents
- Audience Profile

#### ***Part two***

- Memoranda
- Instructional Memos
- Minutes

#### ***Ensuring Quality in your Business Communication – Part one***

- Reports
- Accident/Incident Reports
- Status Reports (Weekly/Monthly)
- Memo Reports

#### ***Ensuring Quality in your Business Communication – Part two***

- Writing Routine Letters
- Letters of Complaint

- Letters of Collection
- Sales Letters
- Proposal

***Learning Outcome 3: Writing Business Communications***

- Writing effective Emails
- Policies and Procedures
- Manuals

***Learning Outcomes 4 & 5: Writing and Completing Different Types of Messages***

- Writing tips to improve the readability of your message
- Proof Reading
- Editing for clarity and Conciseness
- Tips for making your message more concise