

TRAINING PROVIDER	
Singapore Professionals' And Executives' Cooperative Limited	
COURSE INFORMATION:	
Course Title	Sharpen Your Business Writing Skills
Language	English
Course Duration	1 day (7 hours / 9am to 5pm)
COURSE OUTLINE:	
Course Overview & Objectives	<p>Effective business writing is a much-needed skill in the workplace. The ability to write well will help you to build interpersonal relationship with your clients and to deliver your messages across effectively. While clarity is still the key objective of writing, it is a challenge to apply appropriate language styles, choose the right words and use the right tone to hold your readers' attention and to achieve your desired outcome, besides avoiding the common mistakes in business writing. This is even more critical when writing about sensitive and confidential issues that may have serious consequences for the organisation.</p> <p>This workshop is specially designed to equip you with a structured and concise approach to business writing. Through active learning activities, input sessions, discussions and practices, you will acquire skills to write different types of documents such as memos, email messages, letters, reports, proposals, agendas and meeting minutes, policy statements and articles in an effective and professional manner to achieve intended outcomes.</p>
Key Topics Covered	<p>The course explores the following subjects in depth:</p> <ul style="list-style-type: none"> ● Fundamentals of Business Letter Writing <ul style="list-style-type: none"> - Understanding the importance of the 7 Cs of writing - Understanding Your Reader - Using the right tone in your business letter - Writing in plain English - Using strong headings in your business letters - The value in writing a strong opening - The value in writing a strong close - Avoiding business jargon ● Understanding Reader's Needs and Expectations <ul style="list-style-type: none"> - Questions to ask yourself in order to get a clear picture of your readers - Identify Writer's Needs and Expectations - Matching Your Purpose with Reader's Needs ● Adopt IDAC – The 4 Point Plan <ul style="list-style-type: none"> - Communicate effectively using IDAC process

	<ul style="list-style-type: none"> ● Organisation of Contents <ul style="list-style-type: none"> - Using 5W-1H (What, Who, Where, When, Why and How) techniques - The Purpose Technique ● The Language of Business Writing <ul style="list-style-type: none"> - The 7 Cs of good writing - Improving camouflaged words - Removing redundancies - Cutting down on words - Correctness - Using active voice and passive voice ● Tone in Writing <ul style="list-style-type: none"> - Factors that affect tone in message - Reader-centered vs I-centered messages - Use Contractions - Use Personal References - Use Direct Questions - Phrases to avoid ● Responding to Letters of Enquiry <ul style="list-style-type: none"> - Standard format of letterhead - Main Points To Remember When Replying To A Letter of Enquiry - Main Points To Remember When Replying to a Letter of Complaint - Useful Phrases When Writing a Letter of Apology
<p>Learning Outcomes</p>	<p>Successful completion of the course will enhance your ability to:</p> <ul style="list-style-type: none"> ● Build interpersonal relationships using communicative skills ● Understand different communicative needs of audience ● Refine communicative skills to achieve intended outcomes ● Use different styles and tone to connect with audience and keep them engaged. ● Apply techniques to organize and structure contents ● Produce reader-centered writing to achieve desired outcome ● Enhance personal confidence and the organisation’s image
<p>Learning Methodology</p>	<p>The workshop is delivered in an interactive learning setting and offers the opportunity to apply the concepts in a risk-free environment with simulated exercises and practices; mini case studies; trainer-facilitated group sharing and discussions, self-reflection and action planning; etc.</p>
<p>Who Should Attend</p>	<p>This program will benefit those who wish to learn a structured and concise approach to business writing in order to optimize their ability to communicate effectively.</p>