Advanced Business Writing

Course objectives:

By the end of the course, participants will be able to:

- Apply advanced structuring techniques in writing that yields a desirable response
- Use rules for organizing content in a clear and concise manner
- Match writing complexity to the modern business environment
- Write effective emails, memos and letters
- Identify and talk to their reader's interests

Course Outline:

- Effective writing
 - Defining effective writing
 - Characteristics of effective writers
 - Understanding the hallmarks of effective communicators
 - Elements of written communication
 - Writing in a business context
 - Understanding your audience
 - Setting a purpose for your writing
 - Understanding sources of miscommunication
 - Tips for business writing
- Organizing content
 - The 3 forms of communication
 - Using simple and specific language to avoid confusion
 - Using positive language
 - Applying rules for bullet points
 - Maintaining an impersonal style
 - Avoiding repetitions
 - Using active verbs to promote a response
 - Prince Faisal Road, Al Dana Tower, Office 102 First Floor, Khobar, Kingdom of Saudi Arabia
 - 920022128 +966 13 815 09 99
- info@somutraining.com

مركز سمو العالمية للتدريب SOMU International Training Center



للمؤسسة العامة للتدريب التقلي والمهني echnical and Vocational Training Corporation

Certificate No. 224576305341812

Technical * فَنِّي Certified * دَلَي Certified * Www.somutraining.com

SOM

C.R. 2051174066

• Writing style

- Adding a personal touch to business writing
- Organizing paragraphs effectively
- Using varied sentences
- The 6 Cs of effective writing
- Recognizing clichés and jargon
- Applying the gunning fox index for writing complexity
- Using visual aids to support text
- Going the last inch: proof reading your work
- Logical sequencing of ideas
 - Building your key message
 - Organizing the introduction, body and ending
 - Structuring ideas from the bottom up
 - Refining the flow from the top down
 - Drawing impeccable conclusions
 - Summarizing ideas effectively

Responding to complex situations through writing

- Building rapport with your audience
- Managing expectations: responding to bad news
- Managing expectations: saying no
- Effectively handing difficult individuals

Prince Faisal Road, Al Dana Tower, Office 102 First Floor, Khobar, Kingdom of Saudi Arabia

- 920022128 +966 13 815 09 99
- info@somutraining.com

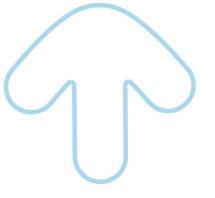


المؤسسة العامة للتدريب التقلي والمهني Technical and Vocational Training Corporation Certificate No. 224576305341812

معتمد

Certified ^{*}







Prince Faisal Road, Al Dana Tower, Office 102 First Floor, Khobar, Kingdom of Saudi Arabia

920022128 +966 13 815 09 99

info@somutraining.com

مركز سمو العالمية للتدريب SOMU International Training Center



المۇسسة العامة للتدريب التقني والمهني Technical and Vocational Training Corporation Certificate No. 224576305341812

www.somutraining.com

معتمد 🗖