

Today's busy executives simply don't have enough time to read their mail thoroughly. At this hands-on programme, you'll learn proven business writing skills and techniques to grab attention, inspire action, and create the right impression.

## Objectives

- Solidify your use of professional business language
- Express your ideas accurately and concisely
- Overcome the fear of putting your thoughts into emails, and learn how to manage the flow of words
- Eliminate redundancy for clear, concise writing
- Impress your reader with the right style, the right tone and the right words
- Reflect and refine your email writing skills

## Who Should Attend

Anyone who writes business letters, e-mail correspondences very often and wants to improve skills in concise email writing – including line and staff supervisors, managers, executives and all business people.

Note: This course assumes an intermediate-advanced level of fluency in English and will not cover basic grammar.

## Key Topics

### Introduction

- Key points that will help you write successfully
- Planning your writing
- Designing strong paragraphs and catchy subject lines
- Barriers to effective email communication
- Common email writing errors
- Criteria for good email messages

### Handling Routine Enquiries

- Identifying and eliminating common sentence-cloggers
- Style and organisational formats for presenting information
- Greetings and courtesy
- Giving instructions
- Handling uncertain situations / information
- Making recommendations
- Writing negative messages: organisation, tone and alternative strategies

### Handling Challenging Situations

- Handling difficult situations
- Writing the response using the 4-step process: showing understanding, making adjustments, stating actions, expressing apologies and goodwill



We provide services in **Communication & Influencing** and other areas of training and development.

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