

2021

Business Writing for Today's Workplace

Training

Introduction

Writing business-related documents in today's workplace requires a solid understanding of the fundamentals behind how specific documents should be approached, designed and edited.

Written communications in the workplace should be concise, yet thorough and well laid out. Technology enabled communications should also be well thought out and designed to get the correct message across, while avoiding any potential misinterpretation.

This course targets how to create business documents in the modern workplace, which takes into account the many forms that modern communication can take, and teaches participants how to align their message with the appropriate medium.



Learning Outcomes

- 01** Understand Basic Writing Principles
- 02** Review Personality Types When Communicating
- 03** Identify and Understand Your Audience
- 04** Understand the Writing Process
- 05** Write With Clarity
- 06** Apply effective formats to meet your purpose

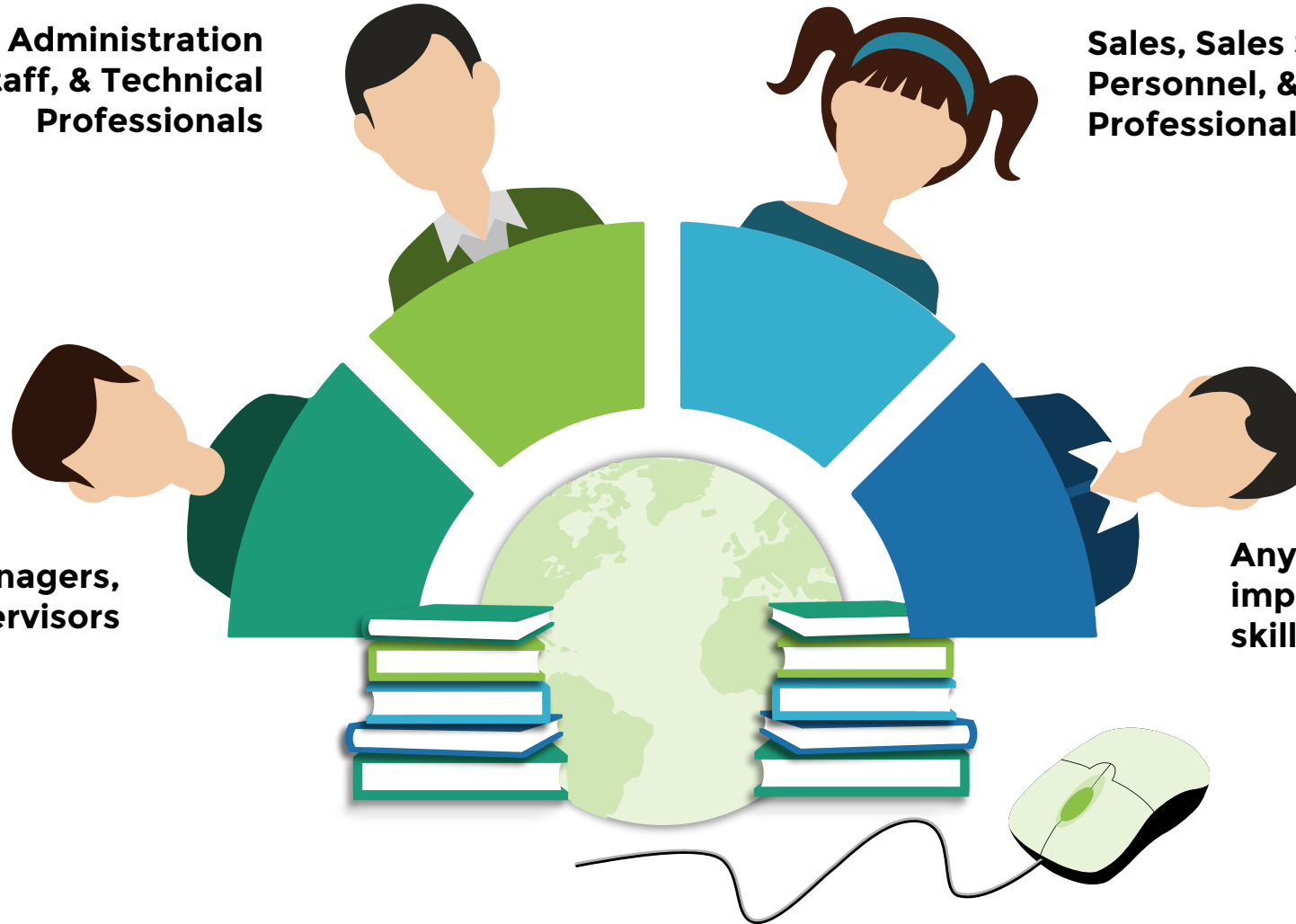
Who Should Attend

**Executives, Administration
Staff, & Technical
Professionals**

**Sales, Sales Support
Personnel, & Young
Professionals**

**Business Owners, Managers,
Unit Leaders, & Supervisors**

**Anyone who wants to
improve their business writing
skills**



Course Outline

From Social Media to Boardroom

- Everyone is a business writer
- Universal principles of business writing
- Forms and formats
- The Principle of Purpose
- Rules of Good Writing

Module
1

Who am I writing for?

- The Principle of 'Audience'
- Personality type and communication preferences
- Understanding the Audience
- Writing for a Global Audience

Module
2

Avoiding Common Errors

- Common communication barriers
- Overcoming barriers

Module
3

The Blank Page

- Structure of various types of documents
- The Writing Process
- The Principle of Structure

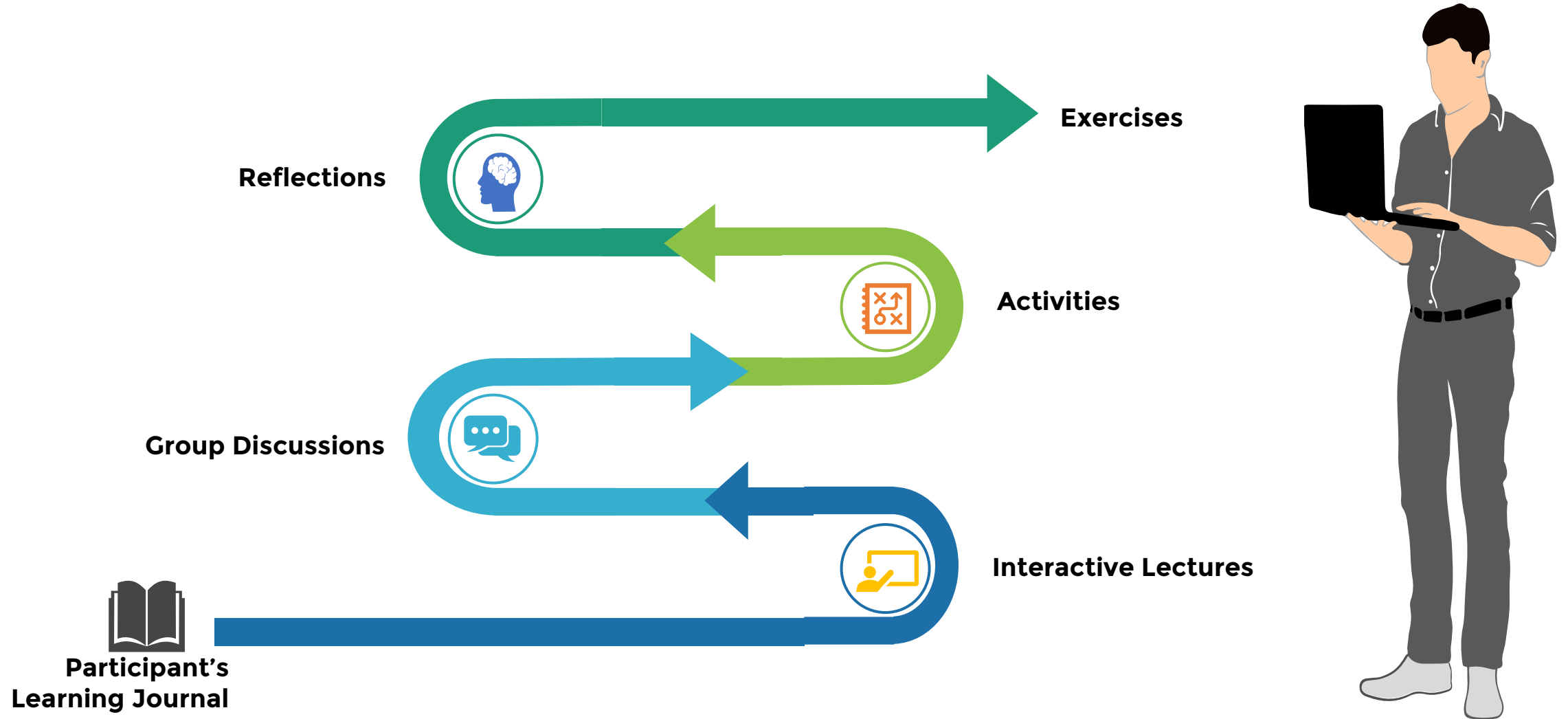
Module
4

Writing to the point

- ABC's of business writing
- Email structure and etiquette

Module
5

Learning Facilitation Methodology



Available in 2 Formats

OPTIONAL INVESTMENT
(for inhouse program)

Make-It-Stick 60-minute
small group review &
coaching session (2 weeks
after training)

Led by Gina Phan
(HRDF TTT 4413)

VALUE-ADD
Free 14-day
post-training
coaching via
email.



Inhouse or Public

Duration: 1.5 days

Venue: TBD

Class size: Subject to SOP & HRDC
guidelines

Dress code: Comfortable attire

Material: Printed learning journal

(Not available until further notice)

Online (Inhouse or Public)

Platform: Zoom

Duration: 11 hours

Class size: Maximum 20 participants

Other requirements: Computer with camera,
audio equipment , Minimum configuration as
required by Zoom platform, Internet access

Material: Printable learning journal (softcopy)