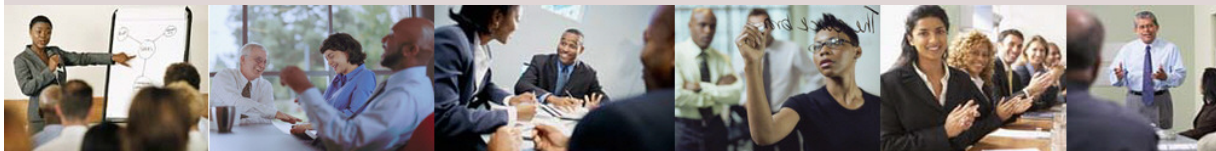


# Business Writing Skills

Designed to provide you with first class written communication techniques

For the full details about this workshop and for online bookings go to [www.ees.co.za](http://www.ees.co.za)



## Overview of the Workshop

As organisations become more communication driven, it is paramount that all examples of written documentation are faultless. As your professional reputation can be enhanced or ruined by the documentation that you write, it is essential that the style, content and message of your writing is clear, concise and appropriate.

**Essential Business Writing and Communication Skills** has been specifically designed with today's business professional in mind. Given the wide ranging formats and media that we now use to communicate, ensure your messages are always conveyed through first class written communication techniques by attending this workshop.

The ability to communicate information and findings effectively is a key skill. By mastering the skills of planning, structuring and writing you will possess an additional competence that is valuable to yourself and your organisation's business development.

## About your expert presenter

**Kerren Rennie** has been a Communications Skills trainer for six years. Her areas of expertise cover all communication courses. Kerren, a qualified facilitator with City and Guilds - London, specialises in written and oral communication, with particular emphasis on Business Writing, Minute Taking and Public Speaking. She also lectures in Presentation Skills country-wide. Her intensive schedule has ensured maximum exposure to a variety of corporate vocations.

Kerren's ratings always reflect attention to detail and a pursuit of excellence. She also specialises in course development. Kerren's rapport with the group is her strongest point, as it reflects an ability to connect with them and maintain interest in the subject area.

## Workshop outcomes include

- ◆ Write with conviction to enhance your proposals and promote your competitive advantage
- ◆ Reinforce your argument and convey your point of view concisely and persuasively
- ◆ Produce more effective, professional reports and proposals which truly address your clients' and colleagues' needs
- ◆ Ensure your proposals create a polished, sophisticated impression
- ◆ Understand how to vary words, tone and structure to achieve desired results
- ◆ Control grammar and punctuation to improve credibility
- ◆ Develop a structured checklist summary for implementation in the workplace
- ◆ Structure, write, proofread and edit all documents effectively – from emails to reports, proposals, strategic plans and presentations

## WE OFFER THE FOLLOWING DISCOUNTS AND SPECIAL OFFERS (NOTE THAT YOU CANNOT COMBINE DISCOUNTS 1, 2 AND 4!)

1. Full payment seven working days from the date of your invoice gets you a 10% discount!
2. Should you be interested in attending a specific workshop that is not presented in your area, and you need to fly and stay over, we offer you 20% discount on that event.
3. Register three delegates for an event and a fourth delegate may attend free of charge.
4. A 35% discount to NGOs.

### Written communication - the rules

- ◆ Reviewing the basic rules of writing - clarity, brevity, accuracy
- ◆ The essential guide to grammar, punctuation, sentences and paragraphs
- ◆ Keeping your communication simple - avoiding jargon, slang, clichés and complicated vocabulary

### Knowing what words to use and when

- ◆ Using the active voice, eliminating unnecessary words and avoiding qualifiers
- ◆ Techniques to avoid repetition and redundancy
- ◆ When to use formal and informal writing
- ◆ Ethical considerations of communication
- ◆ Communicating interculturally
- ◆ Developing succinct Plain English techniques by avoiding complex language and reducing sentence length
- ◆ How to overcome writer's block - using freewriting, mind mapping and conversation

### Developing a compelling and influential writing style

- ◆ Improving your style by using strong verbs and simple, direct sentences
- ◆ How to be positive, specific, avoid idea gaps and blind spots
- ◆ The importance of tone: avoid being misconstrued
- ◆ Using assertive language to get the desired result

### Structuring a document

- ◆ Clarifying the purpose and objectives of your document
- ◆ Gathering information and organising your ideas into a logical sequence
- ◆ Applying structure to reports - introduction, executive summary, main body, findings, financial information, conclusions, recommendations, references
- ◆ Presenting information professionally in reports - layout, headings and page numbering

### Improve the credibility of your message through improved grammar and punctuation

- ◆ How grammar and word usage is changing
- ◆ Utilising the latest trends in grammar and punctuation
- ◆ When to use formal grammar and when to use current grammar
- ◆ The latest in punctuation
- ◆ The power of bullets in business writing
- ◆ Using commas, apostrophes and contractions correctly
- ◆ Choosing where to position yourself and your company

### Emails - how to structure and format your emails for readability, style and etiquette

- ◆ Keys to effective emails
- ◆ Assessing what works and what doesn't
- ◆ It's all about structure, language, tone and brevity
- ◆ Are blackberries and SMS changing the rules?

### Writing complex documents for maximum impact

- ◆ Understanding key features of complex documents - reports, proposals, strategic plans and beyond
- ◆ Structuring complex documents
- ◆ Incorporating your style into complex documents for maximum impact

### Mixing written and verbal communication

- ◆ Making presentations and speeches
- ◆ Optimal ways to combine written and verbal communication for maximum impact
- ◆ Examining the different media used
- ◆ Choosing an optimal combination
- ◆ What words to use

### Proofreading and editing

- ◆ Examining common oversights
- ◆ How useful are spell checks and grammar checks?
- ◆ Tips for proofreading efficiently
- ◆ How to use an editing checklist

### Passing on business writing skills to your team

- ◆ Team writing
- ◆ Correcting the work of others
- ◆ Giving feedback - do's and don'ts
- ◆ Coaching your team on writing skills
- ◆ Tips to help team members who speak English as a second language to write professionally



Name of workshop/seminar: \_\_\_\_\_

Date of workshop/seminar: \_\_\_\_\_

Fees per delegate: \_\_\_\_\_

**Delegates' details**

No	First name	Surname	Designation	Cell phone number	Email Address
1.					
2.					
3.					
4.					

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Organisation: \_\_\_\_\_

Email: \_\_\_\_\_

Vat registration: \_\_\_\_\_

Special dietary requirements: \_\_\_\_\_

Postal address: \_\_\_\_\_

Disabilities: \_\_\_\_\_

Code: \_\_\_\_\_

Contact person: \_\_\_\_\_

Tel: \_\_\_\_\_

Fax: \_\_\_\_\_

I have accepted the conditions printed below (please tick):

**FAX THE COMPLETED REGISTRATION FORM TO HENNIE AT (011) 726 2400.  
ENQUIRIES: Phone Hennie (011) 726 3040 or e-mail him at [hennie@ees.co.za](mailto:hennie@ees.co.za)**

**PAYMENT (PLEASE NOTE THAT FEES ARE PAYABLE PRIOR TO THE START OF THE WORKSHOP):**

**Electronic Transfers:**

**Bank:** FNB **Branch:** Northcliff **Branch Code:** 253 705 **Account No:** 62063883964  
**Account Holder:** Equity Compliance and Solution (Pty) Ltd

**Cheques** to be made payable to *Equity Compliance and Solution*.

Once payment has been made, please fax through proof of payment. Please do not mail any payments.

**TERMS AND CONDITIONS**

1. **Cancellations:** Should you be unable to attend, we will accept your written cancellation by no later than 7 working days prior to the start of the workshop, in which event a cancellation fee of 25% will be charged. Thereafter, we regret we are unable to refund any fees, although in such cases we would be happy to welcome a colleague who would substitute your attendance or keep the credit for a following workshop with the same monetary value. Please note that the cancellation fee of 25% will still apply in such event. All cancellations must be confirmed in writing. 'No shows' on the dates of the workshop are still liable for the full payment. This clause also applies where we have received your registration form, invoiced you and awaiting your payment.
2. **EES-SIYAKHA** is not liable for any transportation or accommodation costs incurred related to the prospective attendance of an event that does not go ahead on the advertised date, in the absence of written confirmation from **EES-SIYAKHA** of the course proceeding on the relevant date (which will be furnished upon request in such event).