

Effective Business Writing Skills

Your telephone talks, mails and letters are the most frequent point of contact with the most important people in your career - your internal customers and your external customers. They are reference records and long after a project is completed or an employee leave an organization, the communication links remain. Needless to say, effective communication skills are invaluable; but invariably, they are in short supply. If you are looking for a communication skill workshop that works, this power-packed intense training workshop is the one for you.

Objective of the workshop:

- To enable participants to communicate freely and appropriately in every situation
- To facilitate participants to feel more empowered and confident due to their enhanced communication skills

Who should attend?

All executives who use letters and reports to communicate with internal and external customers.

Benefits: Participants will be able to:

- Communicate in clear, concise and correct language
- Handle correspondence confidently
- Develop reader-friendly language and attitude

Workshop Focus:

- Confused/Misused Words
- Emails – etiquette and structure
- Awareness of Grammar and Punctuation errors
- Types and Principles of Business Writing
- Lay-out and Parts of Business Letter
- Techniques for communicating Good News
- Techniques for communicating Bad News
- Effective Customer Relations Letters
- Do's and Don'ts of Power Points
- Address personal areas of improvement

Training Methodology:

A written test will be held on the first day of the training. Structured exercises, Brainstorming, Role plays, Quiz etc. will be used to drive the concepts. On the second day there will be a post-training test. This will help us evaluate the learning effectiveness.

Training Medium:

Online via Skype

Duration:

16 hours - Timing, Frequency and duration of each session decided as per mutual convenience. Short assignments will be mailed after every topic.