

Rightrack ... a little bit of magic

**Business Writing Skills**  
a 1 day programme



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### Introduction

This 1-day business writing skills training programme focuses on practical skills and techniques for presenting written communication in the workplace. It primarily concentrates on the foundation principles of good written communication including writing letters and emails. Utilising a detailed analysis tool, delegates' writing skills are assessed prior to the start of the programme and the learning outcomes of the day will be based on this. Delegates will leave the programme with an individual plan to improve specific skills.

### Main Features

- Selecting the appropriate method of communication
- The use of language, spelling and grammar
- Being clear about what message you want to convey
- Appreciating the recipients needs
- Organising a logical sequence
- Being persuasive to satisfy the purpose
- Adopting a consistent & effective approach
- Developing layout and presentation to maximise impact
- Personal improvement action plans

### Key Benefits

- Stronger, more productive working relationships
- The point is made – clearer and more quickly
- Less misunderstanding
- Clearer written communication
- Creates a better impact
- Portrays a more professional image
- Reduced conflict and confrontation
- Clearer communication of expectations and objectives
- Improved working relationships
- Immediate business impact



## Further Detail

- Structuring letters and other written communication
- Planning to achieve your purpose
- Considering the media available
- When is a letter or email the best form of communication?
- Identifying & avoiding the common pitfalls in writing to customers or colleagues
- Putting yourself in the shoes of the recipient
- Customising content to suit the recipient whatever their relationship to the writer
- Looking at spelling and grammar
- Exploiting personal strengths and managing weaknesses
- Selecting from prepared letters and paragraphs
- Templates, pro-forma and other time saving aids
- Using the most appropriate words and language
- Exploring language that appeals
- Proposing solutions to any unresolved issues
- The use of executive summary
- Create a personal action plan



## Programme Options

This is an in-company programme with the following options:

<b>Available Packages:</b>	<p><b>Ready-to-Go</b> - An 'off-the-shelf' training programme delivered by one of our training specialists at a location of your choice</p> <p><b>Customised</b> - We tailor our ready-to-go programme to meet your needs, including your case studies, your examples and your company specific information. Company branded programmes also available</p> <p><b>Bespoke</b> - We research, design and deliver the programme specifically for your needs</p>
<b>Duration:</b>	1 day
<b>Materials:</b>	Folder, workbook, handouts, pen and certificate of attendance
<b>Support:</b>	<p><b>Research</b> - Pre-programme research visit or telephone discussion</p> <p><b>Administration</b> - Printing and packaging of delegate materials and liaison with your chosen venue for programme arrangements. Additional administration options available</p> <p><b>Evaluation</b> - Post-programme evaluation and a consultant's report providing feedback on the programme</p> <p><b>Righttrack Membership</b> - Lifetime on-line post-programme support via our dedicated delegate website and access to the training consultant who will answer any questions relating to the programme</p>
<b>Dates &amp; Location:</b>	To suit you
<b>Delegates:</b>	Up to 12 people
<b>Style:</b>	Righttrack programmes are energetic, exciting and highly participative, which create an impact and motivate participants to learn and embrace change
<b>Learning Methods:</b>	We utilise a blend of learning methods: practice sessions, group workshops, scenario-driven learning, assignments, self managed learning, shared group learning, accelerated learning and structured group learning

