

Business Writing

Programme Overview

Summary

The ability to write well and with clarity is essential in today's fast-moving business environment.

Within Network Rail there are many areas where managers need to communicate in writing whether it's writing a business case, a technical report, an investigation or a letter to a customer. Unfortunately, poor writing skills can prevent the message getting across and can disengage the reader.

This 1-day workshop helps delegates to simplify complex information and write with the reader's needs in mind. It focusses on ensuring writing is grammatically correct and helps individuals to produce clear, concise and well-structured written communications.

Style and Approach

The workshop is highly practical and allows delegates to assess and review their own writing as well as applying the skills and knowledge covered and receiving feedback to further develop their skills.

Programme Structure

One Day

Audience

This course is aimed at anyone who would like to refresh their business writing skills or understand how to write more concisely and with more impact.

Group size

16 Participants

Programme Overview

Preparing for the workshop

Delegates will be asked to bring along a print-out of at least one example of business writing that they've recently produced. This might be a short report, letter, action points from a meeting, email (substantial), or any other relevant business document. They'll be sharing this with other delegates on the course so avoid bringing anything that is confidential.

Programme Topics

- Identify different types of business writing and their uses
- Evaluate written materials
- Apply the 'GAMPER' model of business writing
- Adapt your writing style to the needs of the reader
- Identify the correct grammar, spelling, punctuation and presentation when writing for business
- Use plain English to put across a clear and concise message
- Structure written information in a clear manner

Outcomes

Having attended this course, you will be able to:

- Recognise the differences between good and bad communications
- Write confidently using correct grammar and punctuation
- Communicate complex information using graphics, tables and charts appropriately
- Clarify the purpose and objective of any communication and use this to create a clear message
- Use a clear structure to create more impactful, engaging communications and present a persuasive argument when needed
- Review and develop their own work using the tools covered during the course
- Leave a positive final impression

How to Apply:

You can self-nominate via Oracle