

COURSE CONTENT OVERVIEW

# Business Writing Skills



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Bad business writing is a setback that an overwhelming percentage of professionals don't amend. Many overestimate their writing abilities or, worse, they underestimate the importance of polished writing.

Most people have discredited the contents of an email thanks to a few obvious mistakes. Don't let 'their', 'there', and 'they're' hold you back.

Business Writing Skills is an online training course that teaches you the fundamentals of how to write intelligent communications for email, reports, job ads, memos, and more. You can complete the course in your own time at work or at home (and even on the go) and use the knowledge you gain to improve the accuracy, clarity, and polish of all your professional writing.

### **Module One: Fundamentals of Writing**

This introductory module will teach you the basics of good writing practice such as how to eliminate wordiness and how to draft and revise with impact. The topics in this module are:

- Audience
- Purpose
- Draft
- Accuracy
- Brevity
- Presentation
- Edit
- Revise

### **Module Two: Common Errors**

Knowing the most common writing errors can improve the clarity and readability of your work and keep your writing free from obvious mistakes. The topics in this module are:

- Ambiguous content
- Active voice
- Passive voice
- Overwriting
- Sentence construction
- Unclear antecedents
- How to use adverbs
- Contractions
- Common misspellings

### **Module Three: Writing for Different Purposes**

Looks at the most important elements involved in writing for different purposes, such as email, reports, and social media. The module also involves writing tasks to cement your learning. The topics in this module are:

- Email
- Business letters
- Job ads
- Inclusive terminology for job ads
- Reports
- Blog posts
- Social media
- Minutes
- Meeting agendas

## Aims of the training

By taking this course, you will:

- Feel confident choosing and maintaining an appropriate tone.
- Know how to create clear, cohesive, concise, and accurate written communications.
- Recognise the importance of structure.
- Proofread and edit effectively.
- Understand basic grammar and punctuation.
- Know how to avoid common writing mistakes.
- Find it easier and quicker to write for business purposes.