

WRITE FOR BUSINESS

Write for Business, one of our *Communication Skills in English* Seminars, is a 12-30 hour course which can be taught either intensively (full day sessions), semi-intensively (half day sessions), or as an on-going course. The programme looks at both the language and the communicative skills necessary to write effectively, informatively or persuasively in an international context, and develops the participants' confidence in expressing complex ideas in English.

Target Audience

This programme is suitable for managers, executive assistants or any other category of staff involved in writing E-mails, letters, reports or other text types in English. Participants must have a level of competence in English at least at level B1 (intermediate) to benefit from the course. In the case of participants at this level, the full 30 hour course is recommended. At level B2 and above, the number of course hours can, if desired, be reduced.

Approach

The programme is divided into sections, each dealing with one aspect of effective writing. A typical section format might be :

- Participants read a written text of the type they might have to produce during their work (E-mail, letter, report, technical handbook, website etc) and analyse its weak or strong points in terms of communicative effectiveness.
- Practice is given in the aspect of effective writing under focus.
- Participants are asked to apply what they have learnt up to that point in the course to a piece of writing of their own. This is discussed and feedback is given.

In this way, participants are able to concentrate on one new aspect of effective writing at a time, while also gradually building up their overall competence.

The text types focused during the course will be those most relevant to the specific professional needs of the participants and will be agreed in advance with the client organisation.



Contents

The contents of the course will vary slightly depending on the text types chosen for focus and the level of the participants. Typical course sections include :

- **What is Effective Writing ? An Overview**
- **The Reader-Centred Text** What Does the Reader Want ? Persuasive Writing; Helping Them Remember
- **Layout and Presentation** Conventions
- **Choosing an Appropriate Style** Formal, informal, neutral or technical?
- **Giving Good News ... and Bad News**
- **The Structure of the Text (1)** The Introduction,
- **The Structure of the Text (2)** Content; Organising Information
- **Developing Ideas** - Changing Topics; Presenting Ideas Effectively; Linking Ideas.
- **Common Grammatical and Lexical Errors**
- **Choosing an Appropriate Tone** Making Arrangements; Asking for Action
- **The Structure of the Text (3)** Conclusions and Recommendations
- **Replying to Questions, Complaints and Objections** Acknowledging Speaker Concerns; Effective Answering.
- **The Importance of Proof Reading** Why and How Should You Proof Read?

In-Company Training

The following facilities and equipment are necessary for the course :

One plenary room, equipped with whiteboard or flipchart, computer and screen (for Powerpoint presentations) and/or OHP.

Cost

Please contact us for full details of course costs.