
Persuasive Business Writing Skills

Who is it for?

This workshop is for technical people responsible for presenting findings; financial staff presenting figures; management producing data for board decisions; political advisers drafting for their seniors; and anyone who has to formulate ideas to influence decision makers

What it is about?

This course is designed to refine report writing skills so that all reports produced have impact; take less time to read and write and instigate action

What will it cover?

- Avoiding 'stream of consciousness' writing
- Focussing on the impact of structure
- Planning strategically to make the job easier and quicker
- Collecting and organising material efficiently and effectively
- Handling words and visuals appropriately
- Developing a style suitable for the reader and which is natural for the writer
- Identifying short cuts to communication
- Using persuasive language
- Blending individuality with a corporate style

Content

Planning & Structure

- Introductions & Objectives
- Understanding the Communication Model
- Why are you writing? The 10 Point brief
- Readership – who are they & how do they read our reports?
- Communication objectives – harnessing the power of emotion
- Planning your communication
- Structuring your communication
- Structuring your argument: 10 options for maximum impact
- Supporting the argument
- Review of examples of good / bad emails [1]

COURSE OUTLINE

Business Language

- The impact of poor business emails
- Achieving the ABC of Business Writing through the application of SPACE
- S: from complex to Simple
- P: from negative to Positive
- A: from passive to Active
- C: from ambiguous to Concrete
- E: from waffle to Economical
- Review of examples of good / bad emails [2]

Punchy Writing

- The 'fog' factor
- Sentences, paragraphs & sections
- Punctuation & grammar revisited
- Proof reading
- Overcoming writer's block
- Readership revisited – the 4 working styles
- Following up your email for maximum impact