

**Singapore (Head Office):**

One Fullerton, 1 Fullerton Road, Level 2, Singapore 049213  
Tel: 65143217/20 Fax: 62415955 Email: accounts@trustedu.com Website: www.trustedu.com

**Branches:**

**Philippines:** Unit 3-B Nicolas Bldg., Quirino Avenue, 8000 Davao City

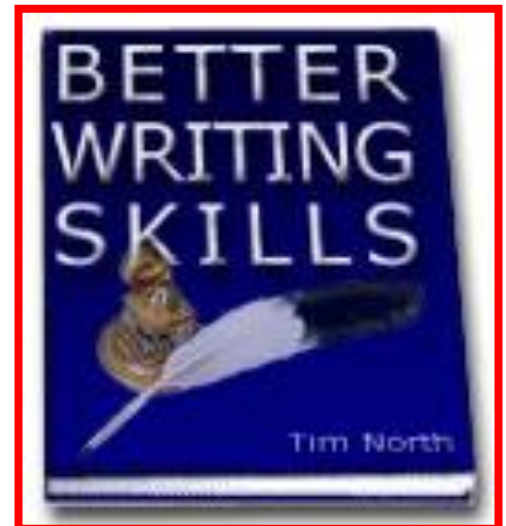
**Lao:** Unit 21, Sisungvone Village, Saysetha Dist, Vientiane

**Vietnam:** 21st Floor Capital Tower, 109 Tran Hung Dao St. Hoan Kiem Dist. Hanoi Vietnam

**Cambodia:** #54, Street 63 Daun Penh, Phnom Penh, Cambodia

# BETTER BUSINESS WRITING

- ❑ Improve your Spelling, Punctuation, Usage and Style
- ❑ Learn the Ten Techniques for Effective Communication
- ❑ Avoid the Pitfalls of Business Writing
- ❑ Create Persuasive and More Effective Memos and Letters



## What is the Course About?

The need to put more things in writing seems to grow every day, whether it is on paper or in some other form. Beginning with a brief quiz to assess your writing ability, this course takes you through the basics of effective business writing. You will learn key techniques for improving your writing skills, and will grow more confident in your ability to express yourself clearly

In addition to the basics, BETTER BUSINESS WRITING will show you how to recognize problems and correct them, how to avoid redundancies, and how to be more aware of your goals in whatever you write. There is also a section on how to write for special circumstances, such as conveying bad news or dealing with especially sensitive issues.

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**The objectives of this course are:**

1. To Review the basics of spelling, punctuation, and usage
2. To present practical principals for sharpening writing style
3. To explore ways to improve business memos, e-mails, and letters
4. To discuss writing bad news and writing to persuade
5. To explain how understanding personality types can improve business communication

**WHO SHOULD ATTEND:** This workshop is essential for all Team Leaders, Supervisors, Executives, and all other responsible staff

**DURATION:** 2 days (can be customized to 1 or 3 days)

**SUPPLIED MATERIALS:** Participant Reference Guide, Practical Exercises, and Personality Profile Assessment Guide

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# BETTER BUSINESS WRITING

## Contents

### **Section 1: Back to the Basic**

- ❑ Mastering Spelling, punctuation, and Usage
- ❑ Six Tips for Better Spelling
- ❑ Punctuation Pointers
- ❑ Word Usage Quiz

### **Section 2: Choosing Your Words Carefully**

- ❑ Sharpening Your Writing Style
- ❑ Deleting (Unnecessary) Redundancies
- ❑ Forming Parallel Construction
- ❑ Recognizing Clichés
- ❑ Avoiding Sexist Language

### **Section 3: Improving Your Business Writing**

- ❑ Strengthening Your Memos
- ❑ Using E-Mail Effectively
- ❑ Ten Tips for a Better Memo
- ❑ How to Begin

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**Section 4: Writing for Special Circumstances**

- ❑ Special kinds of Business Writing
- ❑ Conveying Bad News Tactfully
- ❑ When the News is Especially Sensitive
- ❑ Writing Persuasively
- ❑ Using the Motivated Sequence outline

**Section 5: Know Your Audience**

- ❑ Identifying Communication Styles
- ❑ Sensor / Action Style
- ❑ Thinker / Process Style
- ❑ Feeler / People Style
- ❑ Intuitor / Idea Style
- ❑ Writing to Specific Styles
- ❑ Ten Techniques for Effective Communication
- ❑ Voluntary Learning Contract
- ❑ Answer Keys
- ❑ Additional Reading
- ❑ Action Plan for Success

