



# **Business Communication (Writing Skills)**

## Objective:

The objective of this program will be for the participants to understand that,

*“My effectiveness and productivity will be dramatically enhanced if I improve my communication skills.”*

This program will give the participants two core learnings:

1. Powerful techniques to write effectively to the targeted audience
  - a. Structuring one’s writing
  - b. Writing clearly and succinctly
  - c. Addressing the audience needs
2. Global business email etiquette

## Training Topics:

### Business Writing

- Rules of Effective Writing:
  - o Understanding your reader’s needs:
    - Writing to answer the reader’s question, “What is in it for me?”
    - Writing to keep the reader engaged
    - Understanding the objective
    - Organizing your thoughts
    - Getting to the point:
      - Inductive vs. Deductive approach
      - The ABC of writing
      - Paragraphing
      - Use of lists

### Writing Emails

- Addressing your message
- Grammar and Acronyms

### Writing Business Letters

- The Basic Structure
- Choosing a format
- Writing the letters
- Writing Meeting Agendas

## Writing Meeting Agendas

Time is a precious commodity in business; you cannot afford to have discussions go all over the place. This is why agendas are an integral part in keeping meetings focused, organized, and flowing well. In this module, we will discuss the basic structure of agendas, how to select an agenda format and tips and techniques when writing an agenda.

## Writing Reports

### Proofreading and Finishing

A proofreading primer  
How Peer review can help  
Printing and Publishing

### Training Hours:

The duration of the training program will be 8 hours  
FM Masters or Bachelors  
03 Years  
All other education Level  
05 Years

### Training Methodology:

- PowerPoint Presentation
- Role Plays
- Games and Group Activities

### Note:

- Inspire Training Academy will conduct the training.
- The training will be conducted at a venue organized by the client.
- Maximum number of Participants-15