

Good writing leads to clarity and understanding, and consequently better business relationships.

In this course you will learn to balance your own and your reader's needs, organise your thoughts clearly, and express yourself in a modern business style. You will learn how to handle difficult situations by using an appropriate structure and tone.

## **BENEFITS**

### **After this one-day workshop you will:**

- feel more confident in your ability to write emails and letters which are effective and look professional
- be able to develop better working relationships through writing
- know your own strengths and weaknesses and have some specific strategies for how to improve

## **LEARNING OBJECTIVES**

### **You can expect to:**

- discover how to adapt your emails and letters to different audiences and situations
- learn how to plan and organise your writing to fit your purpose
- find out how to write and edit your work to make it clear, concise and easy to understand

## **COURSE OUTLINE**

### **Introduction**

- Writing a case study
- Why use plain English?
- A 3 stage writing process

### **Getting started**

- Adapting your writing to different readers
- Making your purpose and follow-up action needed clear

### **Structure**

- Introducing 2 different letter and email structures
- Choosing the most appropriate structure

### **Write it**

- Writing numbered and bulleted lists
- Ensuring your messages are complete and correct
- Avoiding classic Sri Lankan errors

### **Concise**

- Using short, familiar words
- Avoiding repetition and redundancy

**Who the Course Is For**

This course is for staff who write to customers and clients.

**To run this workshop at your premises:** Rs125, 000 (up to 20 participants)\*

\*This price does not include the cost of transporting the trainer to and from your premises