

Effective Business Writing (Memos, Emails, Agendas, Meeting Minutes)

Overview

The Effective Business Writing Workshop is designed with individual contributors, staff assistants, team leaders, supervisors, managers and executives in mind. Anyone who wishes to create more professional, effective written communications will benefit greatly from this program, as will those who desire to boost productivity and improve the impact of their writing to clients and co-workers.

In this workshop, the participants will learn to improve their writing skills such as preparation, organization, understanding the needs of the reader, avoiding common grammar and spelling mistakes, and basic editing.

Objective

- * The participants will learn to:
- * Clarify frequently confused terms
- * Produce concise text through inductive and deductive reasoning
- * Write formats and formulas for various writing requirements
- * Feel more confident preparing written documents
- * Identify good writing and use a writing process that makes writing faster and easier
- * Analyze reader needs before starting to write
- * Organize writing for effectiveness
- * Use a writing style that is both professional and clear

Who Should Participate

- * Managers, secretaries, and anyone who is involved in writing business letters.

Key Topics

- * I. General principles of writing
 - Who is going to read your document? Knowing your reader helps you pitch your message
 - Apply the eight principles of good business writing

- * II. Writing letters

Layouts for letters - address, contact details, salutation

- Main part of letter - structure, tone, style
- Closures and enclosures - standard forms

- * III. Writing emails

- Email etiquette for header fields - subject lines, content, forward and reply
- Technical issues - signature files, attachments, elaborate fonts can work for or against you
- Choosing the right structure for your content and objective
- Email style counts - it still represents your business!
- Sending the right message - what your email could be saying about you
- How to minimize flaming by recognizing ambiguous content and knowing when to use the phone instead

- * IV. Writing Reports

- Organizing your content for easy comprehension
- Some useful techniques for longer documents
- Structuring your report - standard elements and variations
- Checklist for structure - does it support your content?
- Avoiding writer's block: the mindset for drafting

- * V. Writing Agendas, Minutes or Meeting Summaries

- Benefits of good minute taking
- Agenda - layout and contents to facilitate minute taking
- Layout and style of minutes
- Preparation to take the stress out
- Recognizing facts from chatter
- Knowing what to include

- * VI. Editing your work

- A top-down approach to improving text - edit like a reader
- Effective transitions - holding the flow of thought
- Tips to maximize impact
- Polishing your grammar and punctuation - common mistakes and things that make some people go mad
- Spelling - using the tools infinitives

Reserve now! Call us at:

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(02) 727.88.60

Mobile Numbers: Globe: 0915-205-0133 / Smart: 0908-342-3162 /
Sun: 0933-584-7266

Website: www.businesscoachphil.com



Time

- * 9:00 am - 4:00 pm

Venue

- * Unit 201 Richbelt Tower,
17 Annapolis St.,
Greenhills, San Juan City,
Metro Manila

Schedule

- * Please check our website, or you may call any of our customer representatives.
- * Schedule may change without prior notice. Please call to confirm. BusinessCoach, Inc. is not liable for any expense incurred by seminar registrant resulting from cancellation of any of our events.

Seminar Fee

- * Php 3,000.00 per person (inclusive of snacks, lunch, seminar kit, handouts, certificate of attendance)

Discount

- * 10% Discount if FULL AMOUNT is paid at least five (5) banking days before the event.

Reservation

- * Please call to register, or use the registration form below. Kindly fill-out, and send to us through fax (727.8860 or 727.5628) or email. You will receive a confirmation within 48 hours.

Mode of Payment

- * Deposit payment at Banco de Oro, Savings Account Name: BusinessCoach, Inc. Then kindly fax or email deposit slip (indicate name of participant and seminar title) to confirm reservation.
- * On-site payment (CASH only)
- * Company checks are accepted, provided that they are received at least five (5) banking days before the event.

Register Now! (limited slots available)

Seminar Title _____

Date _____

Name of Participant _____

Nickname _____

Company Name _____

Address _____

TIN _____

Contact Person _____

Position _____

Contact Number _____

Fax _____

Email Address _____

(You may use a separate sheet for additional registrations)

*Kindly fax to (02) 727.5628 or (02) 727.8860, or email form to businesscoachphil@gmail.com