



TRAINING

UNLEASHING YOUR POTENTIAL



Imsimbi Training proudly presents

Effective Business Writing Skills – 3 DAYS

Imsimbi Training is a fully accredited training provider with the Services Seta, number 2147, as well as a Level 1 Contributor BBBEE company and 51% black owned.

This course is accredited by the Services Seta and material covers unit standards 12155 and 12153 at NQF level 4 with 10 credits.



julius@imsimbi.co.za - tammy@imsimbi.co.za - margaret@imsimbi.co.za - prince@imsimbi.co.za - gloria@imsimbi.co.za

011 678 2443 WWW.IMSIMBI.CO.ZA

COURSE OBJECTIVES

The course is aimed at people who need to improve their business writing skills in English. While first language speakers will benefit by refreshing their knowledge and skills, the course is especially helpful to second language English speakers.

The broad aim of this course is to develop the knowledge, skills and capabilities for effective business writing. Participants will also explore the underlying values and attitudes which convey respect for one's audience when communicating. To communicate effectively in the business world learners will be trained to prepare clear, concise and professional English written communication.

COURSE OUTCOMES

Upon completion of this course, the participants should:

- Learn a method for continuously improving your writing skills based on Action-Reflection
- Revisit the rules of proper grammar and understand sentence and paragraph fundamentals
- Apply essential verbal and non-verbal strategies for effective communication
- Structure and compose a variety of texts using simple language to effectively communicate a message to a specific audience
- Match the type of communication purpose with the most appropriate channel for the receiver
- Write professional letters, memoranda, e-mails, reports and proposals by reviewing standard templates and customizing these to your work context.
- Apply effective language skills through correction of grammatical mistakes in written texts
- Be confident to prepare and deliver a professional written presentation within a business context



- Review errors and assess accuracy through rigorously applying a checklist to your texts
- Learn the value of professional written communication in building good client relationships

COURSE OUTLINE

1. Understanding Communication

- ✓ The purpose of communication
- ✓ Choosing the appropriate communication channels
- ✓ Overcoming the barriers to communication

2. Action-reflection approach to writing

- ✓ The importance of good sentence and paragraph construction
- ✓ Preparing your ideas using tree diagrams
- ✓ Finding the appropriate tone
- ✓ Identifying common grammatical errors

3. Writing professional business documents

- ✓ Letters
- ✓ Memoranda
- ✓ Reports
- ✓ E-mails
- ✓ Proposals

4. Conducting effective meetings through professional documents

- ✓ Compiling agendas and notices
- ✓ Practice writing professional minutes
- ✓ Following-up to ensure decisions are implemented



5. Deliver professional presentations

- ✓ Prepare a written report
- ✓ Design your written presentation
- ✓ Review your presentation strengths and weaknesses

6. Using checklists for reviewing your writing

- ✓ Content
- ✓ Organization
- ✓ Style
- ✓ Grammar

