

Effective Business Writing for Managers

Course Objective

- Introduction of principles of effective writing.
- Learn the importance of effective writing.
- Reduce your time spent in planning and writing.
- Convey your ideas in a way to suit the audience and purpose.
- Organise the writing for easier understanding.
- Identify and avoid the common errors in writing.
- Apply the principles in writing effective letters, memos, faxes and emails.

Target Audience

Managers who need to have a firm grasp of the basic principles of effective written communication.

Course Outline

➤ The Process of Composition

- Principles and importance of effective writing
- The **POWER** tools of writing
- How to plan your writing
- Choosing the structure for your writing
- Revising, proof-reading & audience analysis

➤ A Review of Basic Grammar

- The 8 parts of speech
- Punctuation, the correct tenses

➤ The 4Cs of Writing

- 4 Main Rules of Writing:
- Clarity, Coherence, Consistency & Conciseness in writing
- Mistakes in usage, troublesome words
- Importance of conciseness and brevity
- Tautology, Pompous language, Jargon
- How to make the tone of writing work for you
- Active / passive voice, using appropriate phrases
- Using the right style, Avoiding ambiguity, Expletives

➤ Guide to Organisation & Structure : The Paragraphs

- Characteristics of good paragraphs
- How to write clear, emphatic sentences
- How to write effective paragraphs
- Purpose, Completeness, Unity, Order, Transitions

➤ Writing Letters/Memo/Faxes/ Emails

- Purpose of business correspondence
- Format of Memos, letters, faxes, emails
- Do's and Don'ts of business correspondence
- Organisation and style, Bad news letters, Tone of voice
- Being positive

Please refer to SNEF website for available dates

Duration : 2 days, 9am to 5pm (14 hours)

Course Venue : SNEF Corporate Learning Centre @ Tanglin

Register online at SNEF website www.snef.org.sg

Click on 'Training' and Course Category

'Business Writing Skills'

Course Fees

Fees Type	Full Fees (inclusive 7% GST):
Member	\$428.00
Non-member	\$535.00

Companies will be invoiced the full course fee. To enjoy the training grant of \$28 per participant, companies are to submit training grant application and claim via www.skillsconnect.gov.sg The training grant will be reimbursed to companies by SSG.

Funding Eligibility

In order to enjoy the funding, participants need to fulfill the following requirements:

1. Training is fully sponsored by companies, which are registered or incorporated in Singapore
2. Singapore Citizens or Permanent Residents (PR) of Singapore
3. Attain at least 75% course attendance
4. Has not enjoyed funding for the same course before

IRAS:

Companies can claim 400% tax deductions or 40% cash payout of total training expenditure under the Productivity and Innovation Credit Scheme. Please visit

<http://iras.gov.sg/irashome/Plcredit.aspx> for more information.

Trainer

Ms Mae Wong is a Senior Associate Trainer of SNEF. She has extensive working experience in training local companies in minute-writing and business communication skills. Ms Wong received her Masters of Arts (TESOL) from University of London, UK and Masters of Arts (ENGLISH) from University of Waikato, New Zealand.

Enquiries:

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