



How to Write with Impact and Clarity

Business Writing Skills

Two Day Workshop

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Workshop Overview

Do you dread having to write emails or other business communication? Do you have difficulty finding the right structures and language to write clearly in English? Are you ready to improve your business writing skills to help improve your confidence and achieve success in your written communications?

If you answered yes to any of the above questions this course is for you!

Effective business writing in English is one of the most important skills for personal and organisational success, and involves so much more than correct grammar and syntax. However, whilst many non-native business people work in English on a day-to-day basis, they still struggle to effectively present their ideas through written text.

This course is designed to help you or your team develop professional writing skills and gives participants the tools to communicate in written English clearly and concisely, regardless of their industry or role. Participants will build their confidence while developing a skilled approach to writing professional business documents and communications.

Requirements

The workshop is aimed at participants with a B2-C1 level of English

Experience of working in a professional environment.

This course is also offered as a distance-learning course.

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Content

Day One

- **The Importance of Planning:** Planning your written communication prior to drafting your correspondence is key to successful written communication that delivers the right message to the right audience, every time.
- **Structure and Organisation:** Nothing is worse than receiving a document or email that is difficult to understand due to lack of structure and poor organisation. A clear format will guarantee your work looks complete, professional, and engaging to your reader.
- **Core Vocabulary and Expressions:** Do you want to learn how to choose and build your knowledge of the right words and expressions in professional written English? Here we focus on improving clarity through word choice.

Day Two

- **Internal Documents:** Strengthen your internal communication skills by learning how to write better internal documents. Better communication inside your organisation can lead to fewer meetings, higher productivity, and less chaos.
- **Letters and Emails:** A written mistake to a team member may be overlooked, but you can be sure a new client, supplier, or stakeholder will notice it. Communicating professionally with external stakeholders is crucial. Learn how to structure and write emails that get results.
- **Style and Tone:** Style and tone may change depending on the type of document you are writing. An internal memo or email is different than an external letter or report and the, often subtle, differences will be noticed by your reader so it's important to get it right.

Learning Outcomes

This course will teach you how to optimise your business writing skills in English so that you can:

- Write clearly, concisely and with purpose.
- Design well structured documents.
- Develop your business vocabulary with key expressions and lexis for written English.
- Understand and recognise different formalities.
- Diagnose and correct your grammar and syntax errors.

Contact Us

For more information, please feel free to contact us on:

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Intelligent Learning. Smart Results.