

Core Skills Programme

Effective Business Writing

Course Outline

Introduction

Letters and emails carry great weight in the contest to win, maintain or retrieve the customer's approval. Badly written they create a poor impression and can severely damage Carillion's reputation. Internal emails also have the potential to create either good or poor relationships depending on how they are written.

For

People who communicate with their internal / external customers by letter or email. In particular it is aimed at people who have to handle enquiries, complaints or persuade people using writing as the medium.

Objectives

The objectives of this programme are to enable delegates to:

- Write more clearly and positively
- Produce well structured work
- Adapt their approach for differing needs
- Create goodwill by handling enquiries and complaints effectively

Course Content/ Learning Components

Delegates are requested to bring examples of their written work to the course.

- Design and layout of letters and emails
- Planning to write
- Language, sentence construction and paragraphs
- Dealing with enquiries
- Communicating bad news
- Replying to complaints
- Writing persuasive emails and letters
- Checking for readability using the fog index

Behavioural Competency Addressed

The following primary competencies and success factors will be addressed in the course:

- Communication: Delivery Through People.
- Customer Focus.
- Business Awareness.

Duration

This is a one day course.