



SPARTAN
Allied Services

Deliver Results - Create Value

BUSINESS WRITING FOR RESULTS

Program Overview

In the current business world, companies are expanding operations into new geographical locations, globalization is shrinking the world, and the disruptive nature of new industries are creating new markets altogether, In this continuously evolving environment, the need for effective communication practices is as important as it had ever been. Given that more and more communication is done through written means rather than verbally, we cannot overstate the importance of a sound understanding of proper writing protocol and etiquette for both internal and external communication. Whether you're reporting the progress of a new internal cost-cutting initiative to your organization's senior leadership, or discussing a procedural change in the invoicing process to an existing client, or simply sending an email to your colleague reminding him to pick up his mail from the mailroom, the fact remains that written communication must be concise, correct and compliant to established business standards.

As with most Skills Development Courses, the successful achievement of Business Writing for Results training's desired outcomes is best achieved through practical application and repetition.

Duration

1-Day Program

Learning Objectives

At the end of the training program, the participants will be able to understand:

- Define and Understand the concept of Effective Business Writing
- Learn the basic communication model
- Discuss fundamentals of written communication
- Learn the characteristics of Effective Business Writing
- Understand the target audience and the purpose of the document
- Learn various types of correspondence used in the workplace
- Understand the target audience and other characteristics of the correspondence
- Learn proper formatting in written communication
- Utilize what had been learned in training to specific activities through practical application

Target Audience

All employees who construct inter- and intra-organizational correspondence and documents will greatly benefit from this course.

- Sales, Marketing and Business Development Staff
- Administrative Staff
- Human Resources Staff
- Finance Staff
- Customer-facing Representatives
- Executive Assistants
- Operational and Tactical Management/Leadership
- Support Staff
 - Quality Assurance/Control Staff

- Learning and Development Staff
- Data and Reports Analysts

Program Structure and Outline

- The Concept of Effective Business Writing and its fundamentals
- The basic communication model (SMCR-R) and its elements
- The fundamentals of written communication
 - Grammar
 - Spelling
 - Punctuation
 - Paragraph Organization
 - Sequencing
- Etiquette and “Netiquette”
- Proper formatting of each type of correspondence
 - Headings
 - Bullet points
 - Layout
- The various types of correspondence we use in the workplace:
 - Email
 - Memos
 - Non-technical reports
 - Others
- The characteristics of Business Writing
 - Audience
 - Purpose
 - Style
 - Tone
- Your target audience and the different audience types
 - Lay Reader
 - Technician
 - Subject Matter Expert
 - Manager/Executive
- Communicating to a larger audience
- The five-step writing process:
 - Planning
 - Gathering/Organizing
 - Composing/Drafting
 - Revising/Editing
 - Proofreading and Publishing
- Workshop

WHY CHOOSE SAS MANAGEMENT?

WE DELIVER RESULTS

SAS Management, Inc. has consistently proven its capability to deliver and exceed our clients' expectations. We are the only AXELOS Consulting Partner in the Philippines. Our pool of consultants and trainers are seasoned industry veterans who have above-average qualifications and certifications such as Business Management, Process Improvement, and Organizational Development Programs.

WE CREATE VALUE

SAS Management, Inc. believes in ensuring that our services meet the intended needs of our clients. To us, it is more than just providing training and consulting, but rather ensuring that these are the things that our clients really need. This is why SAS Management, Inc. is probably the only training provider that does a thorough needs assessment prior to providing a proposal. Our goal for every proposal is to CREATE VALUE for your organization.

PARTNERS & AFFILIATES

