

Business Writing

Aim

Having maximum impact, minimum stress and misunderstanding.

What's it all about?

Clear written communications are core business skills especially in a global environment. Badly written communications result in loss of time, effort and money. Yet everyone can easily avoid this. Our workshop shows participants how to write exactly what they mean so they get the results they want.

Why iOpener?

This workshop has been developed for native and non-native English speakers. Our facilitators, who represent both groups, always get results fast. We deliver this for over 300 MBA students at London Business School, as well as junior and senior executives.

How?

This is a very practical and interactive session which uses participants' own work as the basis for most of the exercises. Everyone's writing is analysed: this means that participants immediately grasp the practical application of what they learn.

Participants?

This workshop is for up to four people (half day) or six people (full day). Participants must bring examples of recent or current work that they would like to rewrite or edit.

Outcomes:

Participants will:

- Use the tools that demonstrate clear and effective business writing
- Know how to position their ideas in written format
- Write for their readers
- Focus on simplicity and clarity
- Avoid misunderstandings

Participants cover:

- Analysing personal writing style: what to keep and what to change
- Organising thoughts logically: do's and don'ts
- Working with structure for maximum understanding and impact: using the inverted pyramid
- Writing effective subject lines and opening paragraphs
- Using verbs: the importance of the active voice
- Recognising plain language: what this means
- Developing style: paragraphs and sentences
- Assessing layout and presentation
- Editing: what this means and how to do it
- Persuasive writing: the magic ingredient

Target group

People at any level who want to understand how to write in a business environment or simply who want to improve their writing skills.

Duration

1 day (possibly divided into 2 half-day sessions depending on need)