

# PALOMINO TRAINING SOLUTIONS

## BUSINESS WRITING SKILLS

★ **ONE** ★  
**DAY**

**9:00 AM - 15:30 PM**

**Fact:** Business writing forms a large part of a person's impression of the writer as well as the organisation. Poor business writing can lead to the downfall of a company.

A butterfly's markings have been intricately designed to perfection, a perfection that we should strive for in our business writing in order to create the right impression with our clients.

In business writing, the language is concrete, the point of view is clear, and the points are well expressed. If you write as part of your job, being able to write well is a real career booster.

**Good writing is hard work, and even the best writers get discouraged. However, with practice you can feel more confident about your own writing.**



**Palomino Training Solutions**  
specialists in corporate training

**Empowering others to help themselves through training, education & motivation.**

## COURSE OVERVIEW



### SECTION 1: Introduction and Overview

### SECTION 2: The 4 C's

Clear, Concise, Complete and Correct, The Readability Index

### SECTION 3: Courtesy and Professionalism

### SECTION 4: The Main Message

Where are the main ideas found? Have I selected the correct main idea of a paragraph?

### SECTION 5: Spelling and Proofreading

Spelling, Spelling Tricks, Frequently Confused Words, Proofreading

### SECTION 6: Punctuation

Commas, Full Stops, Colons, Parentheses, Question Marks, Quotation Marks, Bullet Points, Apostrophes

### SECTION 7: Softening Negative Responses

### SECTION 8: Verb and Noun Agreement

### SECTION 9: Active and Passive Voice

### SECTION 10: Inclusive Language

### SECTION 11: Email Etiquette

Professional Email Conduct, Parts of an Email, Correcting Business Emails

### SECTION 12: The Writing Process

The Steps

This workshop includes dynamic trainee/trainer interactions and discussions, written and oral exercises, case studies, reflection, quizzes and a workbook for each participant to take back to the workplace.

## TARGET AUDIENCE

All individuals and professionals who would like to strengthen their business writing skills and work confidently with others while creating the right impression.

