OVERVIEW:
Effective Writing for Business . . .

TLR GROUP (PTY) LTD
The Learning Revolution

Accredited against unit standard: 12153
"Use the writing process to compose texts required in the business environment."
NQF level 4, with 5 credits

Effective communication is one of the hallmarks of great employees. Individuals who are able to communicate professionally in writing, choose the best words and present themselves clearly, will no doubt be great assets to their organisation. Flawless writing sends signals of diligence and quality.

Module 1 Getting Started

Successful communication, though it may start with the sender, is not a one-way process. Response is the essence of communication, and you are not the only giver of information.
You need to make sure that you create an environment of mutual understanding.

- The importance of communication in your business
- The time readers are prepared to spend processing information
- Clear up preconceptions about business writing
- A case study

Module 2 Looking at Language

Plain english is about pitching the language at a level that suits the reader. It's about using an appropriate structure and layout to help the reader navigate their way through a document with ease. Plain English is faster to write, easier to read, and becomes human, courteous and positive.

- Writing with accuracy
- Be brief
- Writing plain, everyday words
- Use appropriate sentence construction
- Use active voice in all communication

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Module 3 Punctuation

Punctuation has been defined in many ways. Some grammarians use the analogy of thread that holds the fabric of language together. Others say it is a courtesy designed to help readers understand a story without stumbling.

- Be aware of the consequences when punctuation marks are missed
- Appropriate use of the full stop. Apostrophe, comma, colon, semicolon, dash, ellipses, hyphen, exclamation marks, quotation marks and the question mark

Module 4 Analysing Business Documents

Business documents are an invaluable tool for keeping in touch with colleagues and clients, sending quick updates and exchanging ideas. It is essential to handle these documents professionally.

- Structure business documents
- Use positive, human and courteous opening and closing statements
- Use a crisp layout
- Apply appropriate style and tone

Module 5 Manage the Editing Process

Editing is often easier that creating the first draft, and ensures you create the professional image that your organisation would like to project.

- Effective writing for business checklist

Module 6 Report Writing

Reports that capture, analyse and explain data accurately and with no bias, allow decision-makers to generate the best possible solutions. If the principles of good writing are applied, a document, that is both interesting and informative, can be created.

- Understand what a report needs to be
- Use the appropriate style
- Use the correct structure for a report
- Write an effective executive summary
- How to be objective when writing a report

Module 7 Writing to Convince

Writing to persuade is a lot different to simply writing. The question is, will your reader be persuaded by your efforts? We accomplish this by taking three critical aspects into account: Know your reader, Are you credible? . . . and using a convincing structure.

- Three critical aspects to effective proposal writing
- The theory behind the structure
- Writing a convincing proposal or letter of motivation