

Business Writing Essential – Correspondence

Course Duration: 2-day; Instructor-led

Time Schedule: 9am-5pm

Lunch: 1:00pm- 2:00pm

Morning Tea-break: 10:30am-10:45am

Afternoon Tea-break: 3:30pm -3:45pm

OVERVIEW

Correspondence has been practised since time immemorial and has since evolved into what it is today. About two decades ago, we started using email and it has since not abated. Today our correspondence is 99.9% done by email. Nonetheless, the convention of correspondence has remained but upgraded, to meet the needs of our fast-paced world. The way the email is crafted is critical as it represents the organisation to stakeholders, clients and customers and even more important, it represents the writer as an individual.

In business, terms are fact based, similarly in business correspondence, factual writing is appreciated, as aptly put by W Edwards Deming, "In God we trust, all others must bring data". When complete and concise information is conveyed, the communication loop will be completed within the desired duration, since the message is quickly understood and it eliminates the need to have a rally of e-mails.

In line with today's needs of correspondence, the essence of the e-mail must be swiftly and easily understood so that the appropriate response can be just as speedily done. The use of suitable words, terms and phrases when incorporated into the correspondence will jolt the recipient into action.

TARGET AUDIENCE

This course is suitable for managers, executives, supervisors, team leads. If you want to improve your communication skills - you need to inspire, persuade, lead and motivate every audience you speak to, then this training is for you.

METHODOLOGY

Principles of Adult and Experiential Learning will be extensively used. The mode of the program will be as follows:

- Individual exercise
- Group work
- Pair work
- Presentations
- Case Studies

FOR LIVE VIRTUAL CLASS, participants are expected to ensure their AV is functioning

- Introduction - Mini Lecture

- Individual/ Group Activity – relevant to topic
- Presentation, in rotation
- Summarise to galvanise the topic

COURSE LEARNING OUTCOME

After the programme, the participants will be able

- To write according to today's needs
- To apply suitable words and phrases to complete the loop of communication
- To write to different types of readers
- To prepare reader-centric writing
- To expedite in the preparation of e-mails

COURSE CONTENTS

Module 1: Form and Genre of Language

The form of language in business writing must be specific. Any other form will be unsuitable. When we write, undoubtedly, we have the luxury of editing, thus, perfect grammar is expected.

Module 2: Convention of Correspondence

This remains the same but it has to be improved to meet current needs. The main concern is the speed at which it is prepared and the expected reply. The essence of the message remains as the body of the correspondence. Convention of Correspondence inter alia includes:

- Salutation
- Subject Line
- META Application
- Introduction/ Background
- Intent/ Body
- Request/ Response
- Sign off

Module 3: Differentiating Initiating and Responding

When initiating correspondence, we are responsible to provide the needs of the message which amongst others must be complete and concrete. When responding, we need to comply to the needs of the sender, which amongst others must also be complete and concrete.

Module 4: Differentiating Internal and External Emails

The way that we write internally and externally vary greatly. The degree of deference applied differs as we are communicating with various people.

Module 5: Empty Writing

Empty writing delays comprehension of our intended message by the reader. By identifying and eliminating empty writing, our writing becomes crisp and compact. Some examples of empty writing are:

- Wordiness
- Redundancy
- Tautology

Module 6: Reader-Centric Writing

Reader centric writing delivers the message directly for the response of the recipient of the email.

Module 7: Preparation of Template

The preparation of a template to aid in the presentation of e-mails will be made available.