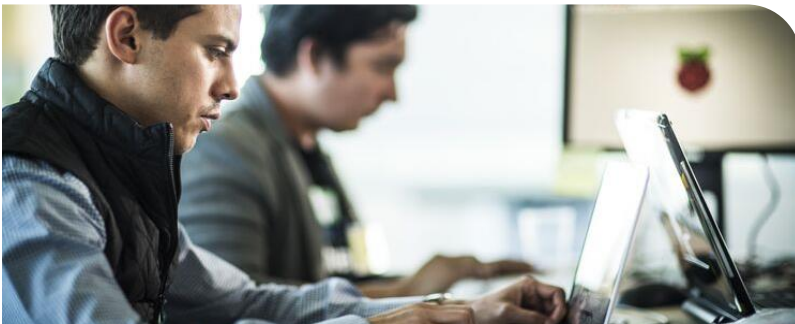


Business Writing Skills 2

Can your teams present complex information clearly and concisely? How well do they adapt tone and messaging to influence key stakeholders? Do your organisation's business documents have a strong call to action? Persuasive enough to get the response you need?

This course takes your employees' existing business writing skills to a higher level, enabling them to craft more complex and challenging texts. Your teams' writing will be easily understood, have a stronger impact and better connect to readers. Overall, your organisation will be able to gain wider approval and boost its professional image through highly effective writing techniques.



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Objectives	Benefits
<ul style="list-style-type: none"> Fine-tune content and tone of written communication to strategically engage diverse stakeholders in a range of contexts 	<ul style="list-style-type: none"> Participants will demonstrate credibility, increase connection and achieve their goals through effective complex and challenging business documents
<ul style="list-style-type: none"> Communicate complex information clearly and concisely in writing so it is accessible to the audience 	<ul style="list-style-type: none"> Stakeholders will feel valued, easily understand complex written documents, and be inspired to take appropriate and timely action
<ul style="list-style-type: none"> Adapt the content, structure and tone of constructive feedback to increase acceptance and action 	<ul style="list-style-type: none"> Your organisation will project a credible, engaging and personal image through writing that connects with stakeholders and builds relationships

- Developing level course: take your skills to the next level
- Experience: strong establishing level skills or completion of Business Writing Skills 1
- Minimum advanced (C1) level English

Business Writing Skills 2 - Course outline

Module	Competency
Advanced business writing essentials <ul style="list-style-type: none">Evaluating your practices as an advanced business writerSetting personal goals	<ul style="list-style-type: none">Set goals to strengthen existing business writing skills by analysing practices against criteria for advanced performance
Writing for different communication preferences <ul style="list-style-type: none">Identifying your and others' reader preferencesWriting for different preferences	<ul style="list-style-type: none">Connect with and influence readers by writing to their communication preferences
Strategically planning written communication <ul style="list-style-type: none">Using a planning tool to strategically analyse written communication contextsPlanning relevant and engaging messages	<ul style="list-style-type: none">Strategically plan written communication to engage and influence your readers
Tone in business writing <ul style="list-style-type: none">Understanding the impact of tone on the audienceSelecting an appropriate tone for your audience	<ul style="list-style-type: none">Write business communication which is aligned with the tone of the context, ensuring credibility and connection
Communicating complex information in writing <ul style="list-style-type: none">Following a process to communicate complex information	<ul style="list-style-type: none">Communicate complex information clearly and concisely in writing so it is accessible to the audience
Writing to engage your audience <ul style="list-style-type: none">Editing writing for reader engagementUsing strategies for reader engagement	<ul style="list-style-type: none">Write engaging communication that motivates your audience to read your writing
Writing constructive feedback <ul style="list-style-type: none">Selecting a feedback approachWriting constructive feedback	<ul style="list-style-type: none">Write feedback constructively so the recipient is more receptive to it, helping them learn and grow
Advanced business writing mini-clinic <ul style="list-style-type: none">Evaluating business writing for clarity, credibility and connectionGoal setting and action planning	<ul style="list-style-type: none">Develop plans to achieve advanced business writing goals in the workplace by selecting tools and techniques for effective performance