

# Effective Business Writing for Managers

## Course Objective

- Introduction of principles of effective writing.
- Learn the importance of effective writing.
- Reduce your time spent in planning and writing.
- Convey your ideas in a way to suit the audience and purpose.
- Organise the writing for easier understanding.
- Identify and avoid the common errors in writing.
- Apply the principles in writing effective letters, memos, faxes and emails.

## Course Outline

### The Process of Composition

- Principles and importance of effective writing
- The **POWER** tools of writing
- How to plan your writing
- Choosing the structure for your writing
- Revising, proof-reading & audience analysis

### A Review of Basic Grammar

- The 8 parts of speech
- Punctuation, the correct tenses

### The 4Cs of Writing

- 4 Main Rules of Writing:
- Clarity, Coherence, Consistency & Conciseness in writing
- Mistakes in usage, troublesome words
- Importance of conciseness and brevity
- Tautology, Pompous language, Jargon
- How to make the tone of writing work for you
- Active / passive voice, using appropriate phrases
- Using the right style, Avoiding ambiguity, Expletives

### Guide to Organisation & Structure : The Paragraphs

- Characteristics of good paragraphs
- How to write clear, emphatic sentences
- How to write effective paragraphs
- Purpose, Completeness, Unity, Order, Transitions

### Writing Letters/Memo/Faxes/ Emails

- Purpose of business correspondence
- Format of Memos, letters, faxes, emails
- Do's and Don'ts of business correspondence
- Organisation and style, Bad news letters, Tone of voice
- Being positive

Please refer to SNEF website for available dates

Duration : 2 days, 9am to 5pm (14 hours)

Course Venue : SNEF Corporate Learning Centre @ Tanglin

Register online at SNEF website [www.snef.org.sg](http://www.snef.org.sg)

Click on 'Training' and Course Category 'Business Writing'

## Course Fees

Type	Full Fees (inclusive 7% GST):
Member	\$481.50
Non-member	\$588.50

## Target Audience

Managers who need to have a firm grasp of the basic principles of effective written communication.

## Trainer

Ms Mae Wong is a Senior Associate Trainer of SNEF. She has extensive working experience in training local companies in minute-writing and business communication skills. Ms Wong received her Masters of Arts (TESOL) from University of London, UK and Masters of Arts (ENGLISH) from University of Waikato, New Zealand.

## Enquiries:

Evelyn Tan DID: 6827 6971 / Training hotline: 6827 6927

Email : [evelyn\\_tan@snef.org.sg](mailto:evelyn_tan@snef.org.sg) / [trg@snef.org.sg](mailto:trg@snef.org.sg)