Effective Business and Email Writing
商務文件及電郵寫作技巧

MEDIUM : English / Cantonese   **COURSE CODE :** EBEW

To be successful in writing means building rapport with your readers and getting results. To be persuasive, you will develop a reader-focused style in structure, content and language. The takeaways in this programme include:

- Overcome challenges in writing
- Know the process for continued improvement
- Sharpen a reader-focused structure
- Adapt style to suit different levels of readers
- Use an efficient email/letter template to engage reader's commitment to action
- Learn templates for progress and analytical reports
- Build rapport with a balance of facts and tact
- Develop a clear, concise and correct language

Who Should Attend   This course is designed for those who would like to achieve high performance via their email, letters and reports.

Methodology   The programme enables the participants to maximize hands-on learning. Participants will submit a writing sample to the trainer before the programme. In the programme, they will receive **coaching** on how to enhance their writing with the training concepts.

Training Activities   *Practice with templates, Evaluation questionnaires, Discussions. Case studies, Lecture and Coaching.*

Course Outline

1. Features of Written Communication
- Learn how to overcome the lack of visual and vocal communication in writing
- Review how to address the readers' needs based on a reader survey
- Identify personal enhancement

2. Adapt Style to Suit Different Readers
- Understand the reader's needs
- Be aware of the most effective structure
- Adapt language style to connect with audience

3. Project a Positive Corporate Image and Personal Image with Written Communication
- Be reader-focused
- Be solution-focused
- Balance facts and tact

4. Power Up Your Email/Letters
- Practise result-oriented and easy-to read email and letter templates
- Get to the point and get attention
- Write in an interactive and refreshing language

5. Professional Language with 6Cs
- Clear words and sentences
- Correct grammar
- Concise expressions
- Courteous tone
- Complete content
- Concrete meaning

6. Email/ Letters Practice and Coaching
- Enquiries
- Negotiation
- Updates
- Replies to complaints