

Professional Writing Skills 專業寫作技巧

MEDIUM : English / Cantonese COURSE CODE : PWS DURATION : 2 hours x 6 sessions

Get to the point and get it done

Reading and writing are both time-consuming tasks in daily work life. Business writers should emulate the style of a journalist – to be short and sharp in presenting ideas to engage the reader's attention. Easy reading is also built on a clear, concise, concrete and correct writing style. Through the knowhow of three Ps – Plan, Process and Polish, the participants will master the writing process in the workshop:

- Plan the writing process with a reader-focus
- Adapt writing approach to engage and to convince their target readers to get results
- Power up email with a three-step template
- Learn tips to articulate the business language
- Be clear and concise in sentence structure
- Know grammar rules
- Manage the macro versus the micro level of information with summaries
- Classify data in easy-to-read templates
- Format content to ease reading
- Sell recommendations with convincing analytical input
- Achieve the effects of graphics with analysis
- Prompt action with conviction in the conclusion
- Learn editing techniques to polish language and content flow
- Form continued development plan

Who Should Attend

Staff who need to get results in their business writing

Methodology

A. Pre-Training Phase

A writing sample representing the participants' email writing will be submitted to the trainer six (6) weeks before the workshop. The trainer will develop workshop exercises and templates based on the samples. The participants will also receive coaching from the trainer following her analysis of their samples.

B. Training

Six (6) sessions of two (2) hours are proposed with activities as follows:

- *Lecture*
- *Discussion*
- *Case studies*
- *Coaching*
- *Exercises*
- *Self-evaluation questionnaires*
- *Application of templates*
- *Games*

C. Performance Evaluation (Optional)

The participants will submit to the trainer an email and a report written after the sessions. They will also summarise how they have applied the newly-learnt skills in the submission. The trainer will evaluate their progress as compared to the pre-workshop sample.

The comparison will be based on quantitative marking and qualitative analysis. The participants will receive written coaching remarks from the trainer for continued development.

Course Outline

SESSION 1

Master Writing Process and Plan Email Structure

1. Creating the Context

The participants will build the focus for the workshop:

- Set their objectives based on survey findings of readers' needs
- Follow the trainer's overview of their common development needs
- Be aware of the three Ps – Plan, Process and Polish

2. Meeting Reader Expectations with a Sharp Focus

The participants will do a *self-evaluation* of their writing style and an analysis of reader types. They will gain tips on:

- Identifying reader types and understanding their expectations
- Plan writing focus following the WII FM (What's In It For Me) direction
- Practise getting to the point

3. Email Structure and Style

The participants will learn the following in *exercises*:

- Sharp reader-focus
- Easy reference
- Specific action steps
- Interactive language

Assignment: The participants will edit the writing sample that they have submitted before training based on the learning and the trainer's comments.

SESSION 2

Email Scenarios and Professional Format

4. Edited Email Presentation

The participants will *present* the edited email:

- Explain the new application
- Share ongoing commitment to reinforce learning
- Receive feedback from trainer and peers

5. Case Studies on Email

The participants will review *case studies* that are drawn from in-company scenarios to apply the email structure and style. Some scenarios may include:

- Requests for action
- Progress updates
- Solutions to issues

6. Professional Formatting and Presentation

The participants will set formatting and presentation standards:

- Greeting and signing off
- Capitalization
- Font size and shape
- Spacing and paragraphing

Assignment: The participants will submit an email on selected scenarios and present it in a professional format before the next session.

SESSION 3 Forming New Habits on Structure and Language

7. Integration of a Reader-Focus Style

Through the *trainer's feedback* on their email submission, the participants will deepen their understanding of a reader-focus style:

- Getting to the point with the desired outcome
- Providing easy reference
- Being aware of a clear language

8. Building Confidence in Language Proficiency

The participants will get tips to articulate clearly with their current level of language proficiency. They will do *exercises* to build their know-how in the following language elements:

- Vocabulary - be specific and idiomatic
 - Sentence structure - learn formulas to be clear and concise in focus
- Assignment:* The participants will do exercises on clear, concise and correct language

SESSION 4 Clear, Concise, Courteous and Correct Language

9. Trust-Building Language

The participants will learn how to be both firm and tactful in a language *exercise*:

- Be positive and neutral in tone
- Be solution-focused
- Be concrete and factual in wording

10. Sentence Structure to Enhance Clarity

The participants will *drill* essential skills in sentence structure:

- Share the assignment practice
- Do further exercises
- Get trainer's feedback

11. Mastering Grammar Pitfall

The participants will raise their understanding and improve usage of grammar knowing how to control the pitfall:

- Subject-verb agreement
- Tenses
- Prepositions
- Active and passive voice

SESSION 5 Plan and Produce Reports

12. Mapping the Report Content

The participants will learn mind mapping to organise the relevant content for their proposals and reports:

- Jot down the data
- Organise the outline
- Group the related data

13. Sharpening the Reader-Focus

The participants will do *exercises* to classify information to sharpen the report focus. The classification includes:

- Must know - summary
- Important to know – analysis of data
- Nice to know – supporting data

Assignment: The participants will write a report summarizing their learning in the workshop and bring it to the workshop for editing and presenting.

SESSION 6 Persuasion in Writing

14. Selling Solutions

The participants will play a *game* to understand how to sell ideas with persuasion in the following process:

- Features
- Advantage
- Benefits

15. Using Graphics

The participants will do an *exercise* to realise how to:

- Select graphics
- Link graphics to texts
- Summarise graphics to add impact

16. Writing Practice Integration

The participants will polish their report assignment and *present* it to show:

- Writing application
- Progress review
- Action plan