



## BRILLIANT BUSINESS WRITING (2 DAYS)

### THIS COURSE IS ACCREDITED TO UNIT STANDARD:

Title:	Use the Writing Process to Compose Texts required in the Business Environment
Unit Standard ID:	12153
NQF Level:	4
Credit Value:	5

### INTRODUCTION

The programme is designed to provide learners with the ability to follow a process in writing texts required in business. It is intended to promote clear, unambiguous communication in plain language and to improve the quality of written letters and other texts that are specific to a business environment. The programme will enable learners to recognise and effectively apply modern textual conventions.

Learners will gain a fundamental understanding of up-to-date written business communication so that they can write clear, concise, correct and effective documents. They are shown how to plan, organise, write and edit letters, meeting documents, emails and other written business communications.

### REFERENCES

***“Brilliant course - It will definitely add value in my day to day business conduct” ~ Absolom Mfumadi (W&RSETA)***

***“Thank you for the excellent course! The course facilitator was great!” ~ Botshelo Khumalo (Momentum)***

***“I just want to thank you for this great course. The facilitator is a lovely lady and you can see just how passionate she is about her work. It was a very informative course, with some really great guidelines for business writing.” ~ Tania van Schalkwyk (Twelve Apostles Hotel and Spa)***

***“New approach to writing skills, relevant, up to date and an eye opener. Brilliant!” ~ Valerie Mdhluli (Janssen Pharmaceutica)***

## WHAT THIS COURSE CAN DO FOR YOU...

- Understand the purpose of effective business writing
- Improve writing through clear communication
- Plan writing and collect relevant information
- Identify texts specific to a particular business function
- Identifying the key audience
- Checking information for accuracy, bias and stereotyping
- Using plain, up-to-date language in business documents
- Identify effective information transfer – style and tone
- Drafting and editing of business documents
- Checking for accuracy and factual correctness
- Using appropriate grammar

## TARGET AUDIENCE

Everyone who is required to write clear, concise, correct English to meet the demands and expectations of the organisation. The level of English writing can be adapted to meet the audience, hence first and second language English speakers in any business environment would benefit from the specific outcomes of this unit standard.

## COURSE CONTENT

### Pre-course Assessment

#### Introduction to Business Communication

- Defining the purpose of business communication
- Getting started - get organised

#### Textual Features and Conventions

- Industry specific texts
- Texts appropriate to a particular business function
- Identifying your audience
- Identify the purpose of the text
- Questions to ask when gathering information
- Checking information for accuracy

#### Composing Text - Techniques to Aid Writing

- Defining good writing: the 'unloading rate' of written language
- Using plain language
- Quick, up-dated, up-graded business writing
- Checking for accuracy
- Punctuation
- Grammar basics
- Tone and Voice in business writing

### Correct Communication Format

- Letters
- Memos
- Faxes
- Email

### Evaluation

- Is your writing clear, concise, correct, complete and courteous?
- Editing and double checking

### Personal Accountability & Commitment Plan

## TRAINING APPROACH

The primary objective of our training is to ensure that the knowledge acquired is applied successfully, adding real value and **making a visible difference to work performance** in the business environment. The courses have a strong focus on an outcomes based approach and are facilitated on a highly interactive basis encouraging active delegate participation using:

- Role-plays
- Break-away sessions
- Relevant business exercises
- Presentations
- Demonstrations
- Questionnaires
- Discussion activities and
- Case studies

High emphasis is placed on learning through 'doing' where learners are presented with real life and workplace case studies ensuring delegates develop knowledge and confidence to take their enhanced skills back into the business environment and apply them successfully. The group leaders are trained to create a comfortable atmosphere where delegates can evaluate themselves and their skills, generate ideas and solutions to problems and plan suitable growth in the workplace.

## POST COURSE ASSISTANCE

### “Contact the Coach” – Bridging Learning for Business Results

We offer a continued learning relationship providing **FREE** access to post course support to embed the knowledge gained. Our advisors are subject matter experts in each area of specialisation.

Delegates can “Contact the Coach” for support, information or assistance with additional questions regarding the application of theory covered during the course.



### Personal Accountability & Commitment Plan

Kwelanga is determined to promote and encourage accountability and behaviour change once delegates return to the work place. A Personal Accountability & Commitment Plan is therefore included in each course presented.

Facilitators will guide delegates through the recording of action plan items and will encourage them to show their Personal Post Course Accountability & Commitment Plan to their up-line on their return to work so accountability is created. This tool will also be useful for monthly one-on-one development discussions.

## KWELANGA BUSINESS & EXECUTIVE COACHING

Kwelanga Training now offers coaching on a one-to-one or team coaching basis. Issues covered are chosen by the organisation or the individual to ensure maximum focus is given to achieve measurable outcomes.

Coaching provided by certified professional business and executive coaches is key in transforming management and support staff's excellent performance to peak performance.

For further details contact:

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