



VIRTUAL INSTRUCTOR-LED TRAINING BRILLIANT BUSINESS WRITING SKILLS (4 x 3 HOUR SESSIONS)

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

Note: As this is a Fundamental Unit Standard it cannot be assessed as a stand-alone and needs to be combined with a Core or Elective within the same qualification for assessment purposes.

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

“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 Mdhuli (Janssen Pharmaceutica)

“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)

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

The course has been developed primarily for English second language speakers who need to develop their written communication. However, the workshop has been utilized successfully for English first language speakers as well.

This intervention will assist the audience with a comprehension of written communication philosophies to enable the learner to communicate properly and accurately.

Learning assumed to be in place and recognition of prior learning – there is open access to this unit standard. Delegates should be competent in Communication at level 3.

COURSE CONTENT

Pre-course writing skills assessment

Introduction to Business Writing

- Defining the purpose of business communication
- Getting started – get organised
- Clarifying purpose and objective

Textual Features and Conventions for Effective Writing

- Identifying and collecting information
- Questions to ask when gathering information
- Checking information for accuracy, bias and stereotyping
- Identifying your audience
- Identify the purpose of the text
- Texts appropriate to a particular business function

Composing Text – Techniques to Aid Writing

- Defining good writing: the ‘unloading rate’ of written language
- Composing text using plain language
- Quick, up-dated, up-graded business writing
 - Using clear words and sentences
 - Using order of paragraphs correctly
 - Subject headings, salutations and closes
- Correct grammar basics
 - Noun/proper noun/pronoun, verb/adverb, adjective, preposition
 - Active and passive voice

Checking the Text for Accuracy

- Punctuation and spelling
- Tone and voice in business writing

Correct Communication Format

- Letters, memos, faxes
- Email etiquette

Evaluating Your Writing

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

Personal Accountability & Commitment Plan

VIRTUAL INSTRUCTOR-LED TRAINING

Participants “attend” virtual classroom training, through the Zoom on-line platform, without having to travel to and from the classroom each day. Courses are divided into several shorter sessions to minimise operational disruptions and improve knowledge retention.

Training is facilitated in real-time, providing the benefit of hands on learning. Delegates interact with the facilitator and each other, as with any other classroom experience. This allows for a cooperative learning environment, where participants can share knowledge, engage in positive discussions and work together.

Benefits of Virtual Instructor-Led Training

- ✚ Virtual training provides flexibility to both the client/delegate and facilitator.
- ✚ Delegates are active participants rather than relying entirely on the instructor.
- ✚ Virtual training is conducive to a more fluid exchange of ideas, focused real-life scenarios and an intensified level of engagement.
- ✚ Information is shared through video, documents, and written notes with learners in real-time.
- ✚ Delegates who have internet connection can learn at anytime and anywhere through virtual learning or through recorded videos.
- ✚ Delegates can participate in discussions and ask questions at any time.
- ✚ Breakout rooms allow delegates to work in groups and complete activities in teams which allows for a rich interactive experience.
- ✚ Access to expert facilitators who may otherwise be unable to visit workplaces due to unforeseen circumstances.
- ✚ Use of slides and video clips enhances virtual learning.

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.

On-Line Knowledge Hub

All delegates attending Kwelanga Training courses have **FREE** access to post course on-line resources. Up-to-date, convenient and easily accessible information, relevant to the programme attended, is available. Tools include case studies, articles, exercises and other valuable information which will reinforce course content and assist in transferring knowledge and skills to the workplace.



OUR COMMITMENT TO YOU ...

Kwelanga Training's Commitment

***To develop and inspire each individual to be the best that they can be.
To assist clients in the transfer of skills and positive behaviour change.***

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