



BUSINESS WRITING SKILLS

FOR IT PROFESSIONALS

This is a 2-day course (8 hrs each)

Who will benefit: Any person in an organization who needs to communicate effectively in writing with accuracy, style and impact.

Learning Objectives

- Organize Writing to Be Clear and Persuasive
- Create Layouts That Are Reader-Friendly
- Craft Sentences That Get the Reader's Attention
- Edit Documents for Clarity and Ease of Reading
- Write Effective Documents, Including E-mails, Memos, Letters and Reports
- Follow Rules of Grammar and Punctuation

Seven General Concepts

- Identify Seven General Principles That Help Achieve Writing Success

Organizing Information

- Learn How to Start Writing Quickly
- Learn How Organizing Information Helps
- Practice Data Dumping and mind Mapping as Tools for Organization

Using Strong Verbs

- Recognize How Using Strong Verbs Improves Writing
- Identify and Practice Avoiding Masked Verbs
- Identify and Practice Avoiding Passive Verbs

Being Clear

- Understand What Motivates People to Read
- Substitute Simple Language for Heavy, Confusing Phrases
- Be Concrete and Specific
- Use Transitions Effectively

Writing Letters

- Improve Your Tone
- Sound Sincere and Personal
- Be Positive in Your Approach
- Review Grammar, Punctuation, and Word Usage

Showing Emphasis

- Put More Impact into Your Sentence Structure
- Reduce Unnecessary Story Details
- Design Your Page Effectively

Writing E-Mails and Memos

- Get Action with E-Mail
 - Command Attention with Subject Lines
 - Create Layouts That Are Easy to Read
 - Manage E-Mail Etiquette with Commonsense Courtesy
- Structure Memos to Persuade, Solve Problems, and Inform
 - Organize Your Thoughts with a Choice of Plans
 - Put Key Ideas Up Front
 - Write Clear and Concise Procedures

Writing Reports/Proposals

- Organize Ideas into an Effective Format
- Design Strong Paragraphs
- Use Graphic Elements Effectively
- Use an Effective Format for Proposals

This workshop is a detailed insight into the writing skills required by IT professionals . It is very interactive and includes many activities and exercises to enhance the learning experience.

- ❖ It is spread over the period of 2 full days consisting of 8 hrs each (9am-5pm)
- ❖ It includes 2 tea breaks and a lunch break

The course break-up is as follows:

Day One:

- ❖ General Concepts
- ❖ Organizing Information
- ❖ Using Strong Verbs
- ❖ Being Clear
- ❖ Writing Letters

Day Two:

- ❖ Showing Emphasis
- ❖ Writing E-Mails and Memos
- ❖ Writing Reports/Proposals

Proposed Training Plan Consists of:

- ❖ Training Kit : **Handouts, Activities, Exercises**
- ❖ Training Duration: **3 full days (8hrs each)**
- ❖ Number of candidates: **Minimum=20 Maximum=40**
- ❖ The training venue proposed is : **PC hotel or Avari Hotel**, according to availability of dates assigned by PITB for the training.

TRAINING COST:

Cost per Individual Participant is a total of:= **Rs.13000**

Includes cost of:

- + Handouts,
- + Activity/Exercise material,
- + Certificates,
- + Tea (twice),
- + Buffet Lunch,
- + Hotel Facility Charges,
- + and Trainers Cost/Fee