

Business Writing for Professionals

Two Day Course

No one really wants to read a document. They just want to know what it says.



MOYO

In association with Gray Training

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Business Writing for Professionals

2 day, classroom training

Course Overview

This two-day workshop is designed to meet the needs of anyone who needs to write clear, concise, effective business documents.

“We train people to present – it’s a business skill. So why don’t we train them to write, clearly and persuasively? The case for teaching it seems so obvious. “

Jeremy Bullmore, former Chairman of JWT London, member of WPP Advisory Board

Prerequisites

None.

Course Includes

This course includes a workbook containing key concepts on each topic covered and hands-on activities to reinforce the skills and knowledge attained.

It begins by identifying individual problem areas in writing, teaches the core knowledge and skills designed to correct those problems, and then offers you the chance to practice writing documents that meet the best standards of business writing.

Course Outline

- Identify your learning style and its impact on writing
- Clarify your purpose
- Construct effective emails
- Choose words that work
- Use punctuation to make your point
- Write with style
- Write different types of letters
- Structure meaningful reports using the pyramid technique
- Write a proposal
- Write clear instructions
- Write useful minutes

The MOYO logo is displayed in a bold, blue, sans-serif font. It is positioned in the lower-left corner of the page, overlaid on a background image of a city skyline at sunset. The skyline features several skyscrapers and a bridge with a prominent cable-stayed structure, all illuminated by the warm, orange and yellow light of the setting sun. The overall aesthetic is professional and modern.

Methodology

One week before the workshop, you submit samples of your writing to help us identify your professional writing needs. We structure the activities and exercises to meet these needs.

The workshop is based upon the principle that we need to make the right mistakes so that we can learn to write correctly. We work through a variety of practical (and very enjoyable!) activities to allow this to happen.

After the workshop we keep the learning fresh by providing a three-month coaching service and emailing regular writing tips.

At the end of this course, you will be able to:

- Analyse the reader's needs
- Structure business documents effectively
- Write using the correct tone, vocabulary and grammar

About Moyo

Started in 2007, Moyo combines expertise in Enterprise Architecture, Systems Thinking, Data Analytics and Systems Implementation. It's when all of these come together that we're able to deliver benchmark solutions for a variety of clients across multiple industries.

In the 11 short years that we have been adding value to our client's businesses, Moyo has developed a unique methodology, become the implementation partner of numerous global technology giants and gained expertise in the financial services, utilities and resources sectors. Through it all we have grown our client list, which now includes some of South Africa's JSE Top100 companies. We're proud of our achievements to date, but being a business that helps others keep up with a changing world, we're always learning, growing and bettering ourselves for our clients.



Get In Touch

To register for this course or to get more information, send an email to training@mba.za.com

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