



# MSPD

CONSULTING . CORPORATE TRAINING . PERSONNEL

*Make your Dreams Come True*

## 2016/17 Course Outline

MSPD Skills Development Programme

## Business Writing

### Learning Outcomes

This course will enable you to:

- Gain a better understanding of common spelling & grammar issues in business writing.
- Review basic concepts in sentence & paragraph construction
- Learn to use email professionally & effectively
- Learn how to write agendas, email messages and business letters
- Understand the key elements of a great written proposal
- Master techniques for improved proofreading skills
- Learn how peer reviews can help improve business writing skills
- Gain an understanding of printing and publishing guidelines

### Course Outline

#### Writing with Professional Impact

- Spelling
- Grammar
- Creating a Cheat Sheet

#### Structuring Sentences for Effectiveness and Readability

- Parts of a Sentence
- Punctuation
- Types of Sentences

#### Creating Paragraphs with Persuasive Power

- The Basic Parts
- Organisation Methods

#### Writing Meeting Agendas

- The Basic Structure
- Choosing a Format
- Writing the Agenda

#### Writing Business Letters

- The Basic Structure
- Choosing a Format
- Writing the Letter

#### Professional Email and Email Etiquette

- Addressing Your Message
- Appropriate and effective use of 'Urgent'
- Make the most of your prime email-estate
- Introduction – Body – Conclusion
- Effective Subject lines: Don't make me open the email to find out the purpose
- Don't make me scroll! - 1 page view only
- Don't make me translate your sloppy language
- Don't make me read redundant words
- 2 – 3 lines per paragraph
- Salutation
- Signoff and Signature
- Corporate Communications Taglines
- Using 'Draft'
- Using 'Time Delays'
- Grammar and Acronyms
- Email Style
- Choosing a Style
- Writing the Email

### **Writing Proposals**

- The Basic Structure
- The key elements to a great proposal
- What to leave out

### **Writing Reports**

- The Basic Structure
- The key elements to a report
- Using Tables Graphs and Imagery
- Common mistakes

### **Other Types of Documents**

- Requests for Proposals
- Projections
- Executive Summaries
- Business Cases

### **Proofreading and Finishing - Avoid the Cringe**

- A Proofreading Primer
- How Peer Review can help
- Printing and Publishing

