



This College Africa Group course will enhance the user's skills on the subject and teaches fundamentals as well as strategies in an easy to follow, easy to understand format and includes practical exercises which will assist in developing your skills in the workplace.

COURSE OUTLINE - Better Business Writing

Course Number: AX084–106

Days: One Day

Description: After completing this book, you will have the critical skills to improve your spelling, punctuation, usage and style, while avoiding the pitfalls of business writing, and creating persuasive and more effective memos and letters. Ten key techniques for effective communication will help you grow more confident in your ability to express yourself clearly. Good business writing is as important as ever. Being able to recognize and correct problems, avoid redundancies, and define your communication goals are all critical factors for effective business writing.

Topic-Level Outline

Part 1: Back to the Basics

Mastering Spelling, Punctuation, and Usage
Six Tips for Better Spelling
Punctuation Pointers

Part 2: Choosing Your Words Carefully

Sharpening Your Writing Style
Deleting (Unnecessary) Redundancies
Forming Parallel Construction
Recognizing Clichés
Avoiding Sexist Language

Part 3: Improving Your Business Writing

Strengthening Your Memos
Using E-Mail Effectively
Ten Tips for a Better Memo
How to Begin

Part 4: Writing for Special Circumstances

Special Kinds of Business Writing
Conveying Bad News Tactfully
When the News Is Especially Sensitive
Writing Persuasively
Using the Motivated Sequence Outline

Part 5: Know Your Audience

Identifying Communication Styles

Sensor/Action Style

Thinker/Process Style

Feeler/People Style

Intuitior/Idea Style

Writing to Specific Styles

Ten Techniques for Effective Communication

Appendix

Voluntary Learning Contract

Appendix to Part 1

Appendix to Part 2

Appendix to Part 3

Appendix to Part 4

Additional Reading

ABOUT US

Established as EasyExcel, the company has been re-branded as College Africa Group. College Africa Group has been in operation since 2003 and has trained many corporate and professionals throughout Southern Africa. (For more info click here.) (<http://www.collegeafricagroup.com>)

ACCREDITATION

College Africa Group is MICT SETA accredited and a Microsoft Partner. College Africa Group has more than 30 years' experience in Financial, Sales, Operations, Marketing and Administration Directorship and understands the problems and deadlines you face.

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Excel Intermediate 2013 [Ebook](#), workbooks, and solutions.
Excel Advanced 2013 [Ebook](#), workbooks, and solutions.
Excel comprehensive online courses, email for more details.



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