



## **TITLE: Business Writing and Communication**

### **What is the course about?**

The purpose of business writing is to convey information to someone else or to request information from them. To write effectively for business, one must be complete, concise, and accurate. A lot of writing for business is sloppy, poorly written, disorganized, littered with jargon, and incomplete. Often it is either too long or too short. All these attributes contribute to ineffective business writing. This interactive and hands on course will be of great benefit to participants whether they are writing a sales proposal, an email to a department, or an instruction manual for a software package. We examine the steps that need to be followed to create effective business writing. The course details how to effectively organize material, think about the intended audience, be aware of length, and use enough words to make the meaning clear and concise.

We use a range of experiential and creative activities and explorations to enable participants to discover their own creative writing and expressive capabilities. In the modern workplace the range and purpose of communication methods is ever-changing and this course also explores the numerous ways in which young people will be required to communicate in the future.

Communication is a vital skill that we continue to develop and grow and this course will also explore the origins of communication through an exploration of brain development and how we first learn to communicate. We use a variety of case studies and real world examples to look at what constitutes effective communication. Approaches to successful interviews are also examined.

### **Objectives of the Course:**

- To explore all aspects of successful writing for business
- To enable learners to explore all aspects of communication in a creative and experiential way
- To look at the range of activities in the workplace that rely on effective communication
- To link communication to self-marketing
- To explore the importance of non-verbal as well as verbal communication
- To examine modern methods of communication
- To refresh and re-vitalise CV writing
- To allow for a reflective space in which the learners can focus on the development of their own creative and critical skills