WANFAH PROSPER PLT (LLP0004760LGN) (201504000983)

PROGRAMME OUTLINE for BUSINESS WRITING MADE SIMPLE

DAY 1

9.00am to 10.30am

1. **The building blocks of writing**
   - **Know your readers**
   - **State the purpose**
   - **Structure your thoughts**
   - **Write with style**

10.30am to 10.45am – Break

10.45am to 1.00pm

2. **The ABC of Writing**
   - **Accuracy, brevity and clarity build credibility**
   - **Express yourself with the 5 Cs of writing**

1.00pm to 2.00pm – Lunch Break

2.00pm to 3.15pm

3. **Laying the foundation**
   - Plan with the readers in mind
     - Use the 5 Ws and 1 H
     - Write a clear purpose
     - Structure your thoughts
   - Write your draft
     - Write without stress: Free writing
     - Mapping the information

3.15pm to 3.30pm - Break

3.30pm to 5.00pm

4. **Building the structure: Develop your writing style**
   - **Organise materials according to purpose**
     - **Organisational methods**
     - **Structuring paragraphs**
     - **Building coherent and cohesive sentences**

Sample letters and templates will be shared with participants and exercises will be given for participants to practice.

DAY 2

9.00am to 10.15am

5. **The tool for writing**
   - Grammar and usage review
   - Correct use of prepositions

- Guidelines to punctuation
- Mechanics: Writing sentences that sell the message

10.15am to 10.30am - Break

10.30am to 1.00pm

6. **Honing your skills**
   - Techniques of writing different types of documents:
     - o Letter
     - o Email
     - o Report
   - Using formal and informal language
   - Tone of voice
   - Choice of words

Participants will enjoy group and individual work activities to write emails based on scenarios relevant to the workplace

1.00pm to 2.00pm – Lunch Break

2.00pm to 3.30pm

7. **Editing for content and structure**
   - **Put your message in focus**
   - **Review for clarity**
   - **Sequence your message strategically**
   - **Answer your readers' question: Why?**

3.30pm to 3.45pm - Break

3.45pm to 5.00pm

8. **Proofreading the final draft**
   - **Minimize your risk**
   - **Common proofreading errors**
   - **A proofreading checklist**

https://wanfahprosper.com/business-writing-made-simple/