

Personal Development

# Effective Business Writing

## Course Details

### Price

£215.00

### Length

Half day (09:00-12:30)

## Course Overview

This Effective Business Writing course is for those who want to develop their communication skills across a range of written business communications.

## Course Content

### Why is good written communication so important?

- Impact on productivity, time management and 'customer' confidence when communication is unclear

### Types of written communications in the workplace:

- What are the kind of documents being produced in organisations?
- Common themes and good practice

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**Understand the needs of your audience:**

- Who is the audience for your communication?
- Tailoring your communication to meet the expectations of recipients

**Planning what you want to say:**

- What? When? Who? Why? How?
- The five 'C' s of good written communication
- Getting the right tone
- Plain English and the "fog index"

**Why email communications need extra attention:**

- Good practice and routines in managing and writing emails
- Understanding the 'psychology' of the email

**Reviewing and checking your work for accuracy:**

- A strategy to proof read communications
- Common grammatical and spelling errors

## Benefits

Good communication, both internal and external, makes a significant difference to productive and effective organisations. Clarity in communication at all levels conveys the values and priorities of an organisation. This course will consider a range of documents produced in a business environment, including reports, emails and memorandums, and will provide guidance and tips on best practice. A recent analysis of communication in the workplace, oral or written, has noted that around 70% of communication today is via email and we will look at good practice in this important area of the working day.

**You will gain:**

- Greater awareness of the features of effective business communications
- Further skills in writing for business in a timely and professional fashion
- Confidence in managing their writing skills

## Next Steps

If you would like to book a place on this course please click on the **'Book Course'** button to the right of this page and login or register for a user account to complete your booking(s). Any queries please do not hesitate to contact us via [admin@gta.gg](mailto:admin@gta.gg) or call us on 01481 224570.

If no date is scheduled for this course at the present time please click on the **'Register Interest'** button and login or register for a user account so that we can add you to our course interest register. This register allows us to contact our tutors and finalise dates for a course as soon as we have a few people who have expressed their interest, so the more delegates who register their interest, the sooner we can schedule a particular course.

## Course Tutor

### Peter Le Cheminant

Peter Le Cheminant is Guernsey born. He attended university in Winchester and developed his career as an English teacher over a 17 year period in the UK. Peter then returned to Guernsey in 1990 to take up a senior post at Les Beaucamps High School. Peter became headteacher of the school in 1992 and steered the organisation through many changes as well as playing a major role in the Project Team that was responsible for building an award winning new campus. After many years in a high profile leadership position Peter left his post in August 2014 and since then has taken up a second career working as a learning and development consultant mainly in the local finance sector. Peter also has a professional qualification in Executive Coaching from the University of the West of England and he is able to provide additional coaching for individuals if requested.