

BUSINESS WRITING [SOF001]

Writing for Business Purposes

SAQA Unit Standard: 12153

Credits: 5

NQF level: 4

Duration: 1 day

OVERVIEW:

The Business Writing workshop is aimed at everyone who would like to improve their writing skills in the corporate environment. This course will help delegates to develop the skills necessary for successful business writing – be it reports, emails, letters, faxes, policy documents or contracts.

Written communication can impact significantly on the effectiveness of any organisation. What you write and how you write it can make all the difference. The outcome of any successful interaction can be determined by utilising effective writing skills. Creating conducive and harmonious relationships in the workplace can be significantly enhanced when we use our writing skills creatively. Information is crucial in any organisation and when this information is communicated in writing, the quality of such communications can have an enormous impact on business performance and decision making.

As individuals we need to be cognisant of the impact of our written communication with everyone we interact with. We need to write in a style and fashion that affords others the opportunity to be receptive to the message and information that we are trying to communicate.

On completion of this training, participants will be able to:

- Write business documents to a professional standard.
- Understand and conform to acceptable business formats
- Present information in an organized and structured manner.
- Write in a way so as to achieve a specific objectives.
- Make use of a business-like style and vocabulary, while displaying sensitivity to different levels of reader expertise.
- Articulate ideas with confidence and clarity, able to competently make persuasive and logical arguments.

NB. The course comprises instructor-led training with a strong focus on self-evaluations and a host of activities for participants to assess their own and their colleagues' writing skills.

There are no formal assessments (exams, tests, presentations etc.) for this course. However, to earn a certificate of attendance, delegates will be required to participate actively in the exercises and discussions.