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# Effective Business Writing

City & Guilds and Pitman

*Whilst this course has a formal syllabus, we would be delighted to discuss how the programme could be designed and delivered to meet your organisation's needs. We will happily present any programme on your premises.*

Letters and e-mails are essential business tools and this course will help you to ensure that yours make the right impression and get the right results. It provides valuable guidance on modern practice, writing techniques, good business style, common errors and technical issues. This, together with relevant exercises and individual support, will enable participants to develop the skills and confidence of a professional communicator.

Whilst there are some important tools which are presented within this programme, we also design the final content to meet individual needs. These needs are assessed at the start of the course.

By the end of the course, participants will be able to:

- set clear objectives, taking into account the reader's needs
- brush up on spelling, punctuation and grammar
- use a range of techniques to write with clarity, economy and style
- follow a simple process for editing work
- learn effective layout and style conventions for business use

This programme culminates in one or two short exams. The City and Guilds exam is a short multi-choice test, whereas the Pitman is more practical. Please talk to us about which is most appropriate or whether, like many organisations, you would like to offer learners the opportunity to take both.

**Duration:** 1 day, 3 days or 10 sessions of 2 hours.

**Delivery:** Effective Business Writing is also available as an 'open' course, with start dates throughout the year. Call us for the latest information.

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see the difference