

# Business Writing Skills

GoSkills online course syllabus

Thursday, May 2, 2024

**Skill level**

Beginner

**Lessons**

28

**Accredited by**

CPD

**Pre-requisites**

None

**Video duration**

1h 57m

**Estimated study time**

10h for all materials

**Instructor**

Claudia Buckley

## Introduction

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1

### Introduction to Business Writing Skills

We evaluate the importance of business writing and what will be covered in this course.

## Business Writing Basics

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### Communication Basics

What is communication and why is it a challenge? Do we really need to learn how to communicate, or is communication natural?

3

### Verbal vs. Written Communication

Is written communication just transcribing what you would say verbally? Important differences between verbal and written communication and how to navigate them

4

### Writing Style and Tone for Business

Writing style carries a "voice". The style in which you communicate is just as important as what you write. We'll discuss the importance of tone and style for business communications, and how to use different tones in writing.

5

### Scope of Business Writing

There are many different applications of writing in a business setting. We'll explore why one size doesn't fit all.

6

### Punctuation, Grammar, and Spelling

Why are grammar and spelling (still) important, especially in business communication? How can punctuation change meaning?

## Business Writing Tools

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- 7 **The Role of Email in Business Communication**  
Are emails still relevant? How have they changed the way we communicate in business? How has business email evolved because of other forms of communication?
- 8 **Email Apps and Features**  
We'll take a look at common email applications in business and their features.
- 9 **Email Content & Etiquette**  
We'll discuss standard email structure - what to say, how to end your message - as well as using personal vs business accounts, and why it matters.
- 10 **Email Pitfalls & Best Practices**  
We'll cover email best practices: who to CC/BCC, when to forward, when to email, and when not to email.
- 11 **How to Compose Engaging Letters**  
We'll examine best practices for message design and how much to include, especially in electronic formats. We'll also discuss how best to use images, links, attachments, and how to make your message stand out.
- 12 **Using Chat and Collaborative Platforms**  
We'll talk about the differences and how to write for platforms like Slack, Basecamp, and other online collaborative environments.

## Internal Communication

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- 13 **Office Memorandums**  
How to structure routine office memos - tips for message length, writing for the correct audience and calls to action
- 14 **Communicating Bad News**  
How to structure memos that communicate bad news (e.g. termination, company restructuring etc.)
- 15 **Recognition and Commendation Letters**  
What should you consider when commending employees for outstanding performance? We discuss the best practices and how to structure an official letter.
- 16 **Disciplinary & Warning Letters**  
Turn negative into positive by giving meaningful and effective written feedback on poor employee performance.
- 17 **Communicating With Reports**  
When is it better to write a report instead of a letter, and how do they differ?
- 18 **Formatting Simple Reports**  
What should you consider when preparing simple, information-only reports?

# 19

## Preparing Comprehensive Formal Reports

Preparing a formal business report doesn't have to be nerve-racking. Follow these guidelines and you're covered.

## External Communication

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# 20

## Customer Communication Basics

We examine best practices when communicating general information to someone outside the organization when you are seen as a representative of the organization.

# 21

## Responding to Customer Queries

How should you respond to written neutral requests from customers?

# 22

## Commendations and Complaints

How should you respond to complaints and commendations from someone who used your service?

# 23

## Collection Letters

What approach should you take when you have trouble collecting from customers?

# 24

## Potential Business Contacts

When "cold" contacting someone via email or social media, how do we convey a positive image and increase our chances of getting the business?

# 25

## Social Media Basics

We explore why we use social media and how that should influence our style. What are the best practices for tone and style when communicating publicly on social media platforms?

# 26

## Government Organizations and Regulatory Bodies

How should we respond to regulatory bodies when our organization is governed by specific rules and guidelines?

## Final Word

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# 27

## Privacy & Legal Considerations

How does privacy affect company policies on business communication? What steps can be taken to keep digital and paper documents secure?

# 28

## Golden Rules & Course Takeaways

What are the most important principles to remember in business writing? What emerging trends should we pay attention to?