

# Business Writing Skills for the Multilingual Professional



# Business Writing Skills for the Multilingual Professional

Produce English-language documents that any reader can easily understand and that achieve your intended results

Surprised that even technical professionals must have a command of business writing? How often do you realise you are missing the right term or the right tone while writing proposals or reports? Are you having trouble mastering English vocabulary and grammar? The ability to write in English, the language of global business, is essential to success in business today.

This programme is specifically designed for multilingual business professionals. In 3 days, you will learn practical techniques and an overall approach for creating effective business documents. Your grammar, usage and syntax will greatly improve and as a result, your writing will take a great leap forward, along with your career prospects.

## Who should attend?

Multilingual business professionals who would like to improve their fundamental business writing skills.

The programme is delivered in English. Participants must have a good level of business English to be actively involved in all aspects of the programme.

“You can have brilliant ideas,  
but if you can’t get them across,  
your ideas won’t get you  
anywhere.”

*Lee Iacocca*

# How you will benefit

## How will you benefit?

After taking this programme, you will be able to:

- Assert your purpose in a document using the appropriate tone and style
- Write and organize effective paragraphs expressing yourself clearly and precisely
- Recognize and write effective English sentences
- Distinguish and apply correct English grammar and usage
- Revise and edit documents professionally
- Differentiate commonly confused words and terms

During this programme you will:

- Network and learn from a diverse group of peers from different functions, industries and countries
- Develop a personal action plan to implement back at work
- Learn and practice using real-world examples over 3 interactive days

## Why is this programme different?

- The programme is facilitated by an experienced business expert who knows what it is like to work in an international business environment and understands your challenges.
- Every year, many business people from more than 20 different countries join this programme and over 95% recommend it to their colleagues.
- This programme is about you! You will get intensive feedback from your facilitator and a multi-cultural group of participants.
- You will bring your own writing challenges to the class and these will be addressed in the programme with solutions and input from the whole group.
- You will leave the programme with a concrete action plan to ensure you are implementing the learnings back at work and become a successful manager.

“This programme helped me see my writing style and skills analytically and I was able to know my weakness in writing more clearly.”

*Yoko K*

# What will you learn and practise?

This 3 day programme is highly interactive with exercises and role plays.

## Programme Highlights:

### The Document Level

- Name Six Types of Documents and Their Purpose
- Select the Elements Appropriate for Each Type of Document
- Describe the Importance of Knowing Your Audience
- Describe the Steps in the Writing Process
- Write a Well-Structured Work-Related Document
- State Special Considerations for Writing Emails

### The Paragraph Level

- Define and Apply the Qualities of an Effective Paragraph—Emphasis, Unity, Coherence
- Recognize Various Principles for Ordering Paragraphs and Select the Best One for a Specific Purpose
- Recognize and Use Structural Elements to Aid Readers' Comprehension
- Analyze and Improve Your Writing at the Paragraph Level
- Write a Well-Structured Work-Related Document

### The Sentence Level

- Apply Basic Parts of Sentences—Subjects and Predicates
- Avoid Common Sentence Errors
- Employ Concepts of Sentence Variety for Better Style
- Critique and Edit Your Own Work at the Sentence Level

### The Word Level

- Apply Basic Principles of English Grammar and Usage at the Word Level
- Employ Correct English Vocabulary
- Write an Articulate Work-Related Document
- Critique and Edit Your Own Work at the Word Level

### Polish and Power

- Use Correct Punctuation, Capitalization, Abbreviations, and Number Formats
- Write Concisely
- Apply Principles of "Linguistic Etiquette"
- Revise for Completeness, Unity, and Coherence

## Action Plan

- Plan a strategy to apply your negotiations
- Describe the process of identifying a problem or issue for negotiation
- Identify steps and techniques for choosing appropriate communication methods
- Create and apply a strategy for a business negotiation simulation

## Action Plan

- Review Your Most Important Points at the End of Each Module and Think in General About What You've Learned in This Seminar
- Identify at Least Two Points You Will Focus on Applying Over the Next Few Weeks to Improve Your English Writing
- Think About What You Can Do to Learn More About These Points, to Practice Them, and to Obtain Feedback on Your Progress
- Record Your Plan

## Booking details

 <b>Duration</b>	<b>3 Days</b>
 <b>Type</b>	<b>Classroom</b>
 <b>Price</b>	<b>€2450</b>



**ALSO AVAILABLE AS AN  
IN-COMPANY PROGRAMME**

## Register Now

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