

Written communication skills

Who is it for?

The training course is intended for all employees who wish to improve their written communication skills.

What's in it for me and my business?

Written communication plays an important role in the business world. If we fail to understand and comply with its basic rules, there is a risk that we may be misunderstood, we do not get response on time or do not get response at all.

Ignoring the permanence of written communication and the lack of control over where the paper goes or who reads it, can have serious negative effects.

This training course provides a framework and specific recommendations for successful written communication which will help participants to achieve their desired outcome.

Training content

- The importance and the characteristics of written communication
- Understanding the needs of the reader
- Conciseness and clarity in writing
- Overview of the basic Macedonian orthography rules
- Structure of the text
- Clear and neat format of presentation of different types of information and data
- Basic report writing skills
- E-mail and business letter
- Business etiquette and writing.

Training techniques

- Lecture and group discussion
- Individual and group work – writing and/or editing existing texts
- Individual/group work presentation
- Receiving feedback from the facilitator and group.

Duration

One day.