

# BUSINESS WRITING & GRAMMAR SKILLS FOR PROFESSIONALS

Learn how to communicate effectively in writing...  
and how to avoid common mistakes

## COURSE CONTENT

Effective writing starts with avoiding embarrassing grammatical and spelling mistakes. These mistakes will destroy your credibility and harm your reputation if they occur frequently enough. But avoiding mistakes is just the beginning. Effective managers and professionals know how to clearly communicate their intentions, drive home their central points, and communicate in a way that resonates with their audience. If you're a professional, your writing abilities aren't "optional." Strong writing is essential to your job performance and your career success. This powerful program will teach you everything you need to know in order to avoid mistakes and communicate in writing more effectively than ever before.

Just Some of the Key Elements:

- **To identify your personal strengths and weaknesses when it comes to writing.** Writing is a very personal discipline—no two people write exactly the same. In this program, you will learn how to perform self-analysis that will identify your strengths and any areas that need improvement. This vital information will allow you to become a stronger writer than ever before.
- **How to spell every word right, every time.** Have you ever wondered why some people never seem to make a spelling mistake? Meanwhile you find yourself turning to the dictionary every couple of words? We'll teach you systems and tricks used by the best spellers in the world—and show you how to apply them to your work environment. Make misspellings a thing of the past!
- **The basics of proofreading and editing.** Nothing will kill your credibility faster than a critical typo or grammatical mistake. But spotting and correcting these mistakes before it is too late is easier said than done. Our experts will teach you proven principles of proofreading and editing, used by writers and editors across the globe and ensure that you avoid these embarrassing mistakes.
- **The key questions to ask yourself before you begin any written communication.** These questions will help you communicate clearly, save you time, and ensure that you get the results you are hoping for. The best way to ensure success in any venture is to start with proper planning, and these critical questions will ensure that your plan is complete and effective.
- **Critical rules of punctuation and grammar that you can't afford to mess up!** Getting the punctuation and grammar right can be difficult and annoying, especially if you don't write often. But you can't afford to make basic mistakes, so our faculty will teach you simple and memorable rules that will stick in your head and help you avoid critical errors.
- **How to properly format emails, memos, and other important methods of communication.** You will learn what is expected, what is appropriate, and how to avoid common mistakes. We'll highlight the similarities and differences between each form of communication so that you can seamlessly transition between different types of writing.
- **Why effective writing starts with understanding the perspective of your reader.** Failing to account for the perspective of your reader is a sure-fire way to write poorly. In order to motivate action, it is critical that you understand how your audience will perceive your message. We'll teach you a step-by-step process for understanding your audience and identifying the best way to get your message across to them.
- **How to grab the attention of your audience from the very beginning.** How you start is very important—it's your opportunity to "grab" your readers and keep them engaged. The right beginning will keep them focused and interested, while a poor beginning will keep your readers from paying attention to anything else you have to say.

You're a professional... not an author. That may be true, but the reality is that your ability to communicate effectively in writing will go a long way towards determining your effectiveness in the world of business as well as your career success. Whether its corresponding with clients or superiors, sharing information with colleagues, or providing direction to your subordinates via email or memo, your ability to communicate clearly and accurately is essential.



## THE BEST PRINCIPLES OF Written Communication in Action

### CONTENT CONTINUED...

- **To write clearly and concisely.** Among the worst things that can happen when you send a message is for the recipient to misunderstand you, especially regarding a key detail. We'll teach you how to write clearly so that your audience understands what you are seeking to communicate. And we'll teach you how to communicate more in less words—which is a good thing for you and for your recipients.
- **Common mistakes to avoid.** Most professionals conduct very casual conversations via email. Others fail to “filter” their thoughts before typing them out and pressing send. We will teach you how to spot and avoid these and other bad habits—before they come back to haunt you!
- **How to write for results.** Whether it's an email, a memo, a proposal, a report, or something else—the purpose of your writing is to motivate action. We will teach you how to write in a way that will inspire your audience to take the action that you are hoping for.
- **To use “transitions” in order to keep your readers engaged.** When you're writing a longer document, or when you're covering multiple subject areas in the same document, it can be difficult to keep your audience focused. We will teach you how to smoothly transition from topic to topic in order to keep your audience engaged.
- **And Much, Much More...**

Whether you enjoy writing or not, the bottom line is that your written communication skills will be a critical factor in your job performance and ultimately in the success of your career. In this workshop, you will learn tips and techniques, used by world-class editors and writers, which will enable you to communicate clearly and accurately while avoiding embarrassing mistakes. Don't miss this valuable program!

*“An excellent workshop presented in a very professional manner.”* **Brunel Training Group**

*“The workshop has been excellent. I just cannot wait to share this with my employees by implementation.”* **Dudley**

*“This course was well presented with good documentation. The seminar itself first rate. This was recorded on video so that each candidate could go away and perfect the skills already obtained in the seminar itself. On the whole an excellent seminar.”* **Capital One**

Our consultants and trainers are extremely experienced and talented professionals. We can create a program covering other topic areas that you may want to explore. Please contact us at [info@bensonandcompany.net](mailto:info@bensonandcompany.net) for more information about any of these or the following:

- |  |   |   |
|--|---|---|
| <input type="checkbox"/> Time Management               | <input type="checkbox"/> Project Management | <input type="checkbox"/> Communication Skills   |
| <input type="checkbox"/> Dealing with Difficult People | <input type="checkbox"/> Stress Management  | <input type="checkbox"/> Presentation Skills    |
| <input type="checkbox"/> Leadership Skills             | <input type="checkbox"/> Supervisory Skills | <input type="checkbox"/> Personal Assertiveness |
| <input type="checkbox"/> Team Building                 | <input type="checkbox"/> Customer Service   |   |

If you would like additional information on Benson & Company Key-note and Business Speaking services, call or email us at the address below.



John Lewis



### Benson & Company

UK Office:  
Liberty House  
Regent Street  
London  
W1B 5TR

West Coast USA:  
633 West Fifth Street  
Los Angeles  
CA 90071

East Coast USA:  
750 Third Avenue  
New York  
NY 10022

E: [info@bensonandcompany.net](mailto:info@bensonandcompany.net)  
W: [www.bensonandcompany.net](http://www.bensonandcompany.net)  
T: +44 (0) 203 503 0633