



# GRAY TRAINING

Trainers and Material Development Consultants  
ETDP SETA Accreditation No: ETDP10009

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Results



Grammar



Words



Style



Business Writer





# Business Writing for Professionals

## ***Overview***

**This workshop is designed to meet the needs of anyone who needs to write clear, concise, effective business documents.** It begins by identifying individual problem areas in writing, teaches the core knowledge and skills designed to correct those problems, and then offers learners the chance to practise writing documents that meet the best standards of business writing.

By the end of the learning period, learners will have the skills to:

- Analyse the reader's needs
- Structure business documents effectively
- Write using the correct tone, vocabulary and grammar.

## ***Methodology***

One week before the workshop, learners submit samples of their current correspondence for pre-course analysis and assessment. These documents help to identify the type and extent of their language problems, and provide a snapshot of their ability at the start of the learning programme. Where relevant, we extract samples from these documents and use them as exercises in the workshop.

The workshop is based upon the principle that adult learners need to discover their own mistakes – a powerful motivator for learning. Each module provides opportunities for learners to make the “right” mistakes so that they can learn to write correctly.

Anyone learning new writing skills needs encouragement. To this end, we provide a post-workshop telephonic coaching service and also email learners a weekly tip for six weeks.

Three months after the workshop, learners submit samples of their current work to show evidence of transfer of their new skills into their business writing.

## ***Customisation option***

We offer customised versions of this workshop for in-house presentation. In this case the content is customised specifically to meet the organisation's requirements and preferences for the layout and presentation of correspondence.



## **Workshop content**

- Identify your learning style and its impact on writing
- Clarify your purpose
- Plan your document
- Choose words that work
- Use punctuation to make your point
- Write with style
- Write different types of letters
- Construct effective emails.
- Structure reports using the pyramid technique
- Write a proposal
- Write clear instructions
- Write useful minutes

### **Public Workshop dates**

#### **2015:**

12 – 13 March

16 – 17 July

01 – 02 October

Call: 011 472 3516

Fax: 011 472 4999

Or email: [admin@gray-matters.com](mailto:admin@gray-matters.com)  
to book your place

If you would like us to customise a programme to meet your requirements, please call Karen at 011 - 472 3516 for an appointment to discuss your needs.

Alternately, email: [karen.gray@gray-matters.com](mailto:karen.gray@gray-matters.com) for further information.

### **Workshop fee:**

**Public workshop fee:** R4,650.00 per delegate (VAT excl)

**In house workshops:** Our fee for a two-day workshop is R29, 000.00 for up to ten delegates. Additional delegates up to a maximum of 16 delegates may attend a workshop at a cost of R750.00 per additional delegate.

This fee covers:

- Tuition
- Ongoing coaching
- Course material
- Post course assessment

It does not include venue fees which will be for the client's account. It also does not include a customisation fee (where appropriate) which will be quoted separately.

If the workshop is held outside Gauteng, the cost of transport and accommodation for the facilitator will also be for the client's account.