Effective Business Writing

Alec Forsyth
PEO Invited Trainer

Shenzhen 30 August, 2013 (Full Day)

9:00am - 5:30pm
Language: English
BACKGROUND

The goal of any business writing training is to improve the attendees’ skill in creating a complete, meaningful, and comprehensive document that leaves their readers with an impression of professionalism. To begin solving these problems, we first need to identify what they are. The best way to do this is to take a look at the emails and reports that we don’t like receiving. The trainer has spoken to thousands of international executives over the past 10 years about these kinds of emails and reports. As a start, here’s a list of the different types of poorly written emails:

- The ‘Missing Information’ email which leaves you having to chase the writer for numbers or facts they should have been included
- The ‘Brain Dump’ email, where you have to try to interpret the writer’s rambling stream of consciousness into meaningful information
- The ‘Hidden Meaning…?’ email where you can’t quite see what the writer wants from you
- The ‘1,000-word’ email which includes an afternoon’s worth of unnecessary background reading
- The ‘In A Hurry’ email which you have to read three times in order to understand what could have been said to you in 15 seconds over a phone call or by SMS
- The ‘Keep Scrolling Down…’ email where each line is separated by half a screen of whitespace
- The ‘ Barely Comprehensible’ email where poor spelling and punctuation make it difficult to understand

We know that as effective communicators, we have the competence to send emails which have no defects. Nevertheless, being the busy professionals that we are we may sometimes send out an email which lacks clarity or doesn’t express our ideas properly.

Many of us would admit that we’re often too busy to plan and execute a perfectly written email. However, using our trainer’s techniques, we can ensure that you will be able to write high quality emails using much less time than you already spend. You’ll do this by applying the best-practices for email planning and execution.
**COURSE OBJECTIVES**

**In this training, we’ll master the following:**

- Channel Mix: Is email the best medium for communication in this era of business? How about a phone call? Or a well-structured report?
- Planning: Selecting and prioritizing information quickly
- Structure: Organizing information naturally into a logical structure
- Clarity: Highlighting and emphasizing key points easily
- Word-Count: Reducing writing and reading time by reducing word volume
- Accuracy & Finesse: Quickest use of online and offline tools to polish the final email
- An instant, effective test: are you ready to hit ‘Send’?

**WHO SHOULD ATTEND?**

- Managers and Executives who have frequent email contact with overseas colleagues, suppliers or clients
- Managers and Executives working in MNCs where English is used for all or most written communication
- Office staff who want to improve business writing skills

**TRAINING OUTLINE**

**Presentation**

- Fantastic formatting and powerful paragraphs: A good email can be read at a glance. Can yours?
- Numbers and other data: How can you attach and reference graphs and charts clearly
- Separate techniques for presenting opinions and facts
- How to make sure your message looks good on your recipient’s computer / mobile device
Comprehensibility

- How to reduce sentence length by managing down word-groups like prepositions and conjunctions
- Specific linking words which promote shorter, easy-to-understand sentences
- How to make a paragraph cohesive and intuitive for the reader to follow
- Jargon 1: Identifying and eliminating specific phrases which actively prevent comprehension
- Jargon 2: Using convenient standard phrases which are understood across your industry
- Bullets and Numbers: Reducing wordiness and improving clarity

Sensitivity

- How to buffer bad news in order to avoid damaging a relationship with a colleague, client or supplier
- Sentence structures for maximizing optimism while managing down the effects of bad news
- Key phrases to avoid in emails containing bad news or sensitive information
- How to write a quick apology which sounds sincere and expresses empathy
- Tentative language for down-toning suggestions, advice and sensitive questions

Persuasiveness

- How to get your email prioritized by your boss / client / supplier
- Active voice for decisive declarations
- Positive-negative contrast for persuasive statements
- Intensifiers and emphatic collocations for building strength into arguments

Complete Email Templates

- 5-Step Inquiry
- 5-Step Reply
- 5-Step Bad News Email
- 4-Step Request For Action
- 4-Step Advanced ‘Mind Control’ Email
Component Templates

- 2 All-purpose openers for warmth, empathy and rapport
- 2 Statements of purpose to cover all general situations
- 4 Polite requests to ensure compliance while building your relationship
- 2 Sincere apologies covering both events and longer-reaching problems
- 2 Positive closing phrases to cover bad-news scenarios

TRAINER

Alec Forsyth
PEO Invited Trainer

Education
1997 University of East Anglia, Norwich, UK - Bachelor of Arts, French.

Experience
Alec Forsyth has a wealth of experience providing Business Skills Training for well-known multinational companies in China. He has been delivering Business Skills Trainings for blue-chip clients in Shenzhen, Guangzhou, Dongguan and Shanghai for over nine years – specializing in Business Writing and Presentation Skills.

Before coming to China in 2003, Alec spent six years working in IT Management, CRM and Banking in London and Edinburgh (UK). His management experience in the UK includes Acting CTO (Europe) for an American-owned, technology-focused investment bank, and General Manager for a successful online executive forum.

Alec’s trainees benefit from his direct, hands-on experience of communicating effectively and persuasively to a wide variety of audiences over the last fifteen years, in the UK, China and beyond.
ABOUT PEO TRAINING

PEO Training is the training division of PEO Group. We work with the world’s leading training and consulting companies, practitioners, consultants, as well as eminent trainers to bring to our clients world class training programs. Our continuous market research and clear understanding of the business environment ensure what we deliver is significantly applicable to your business. Furthermore, PEO’s comprehensive network in the training industry and consolidated “internal training outsourcing” allow us to well meet your tiny and specific training needs.

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Customer Services Hotline:
400-628-5811
Registration Form

Yes! Please register me with the training:

Effective Business Writing

Shenzhen  Friday, 30 August, 2013
Shenzhen Sunshine Hotel
9:00am - 5:30pm / Language: English

Participant’s Details

Company Name (It will be the name printed on the invoice.)

Address

Tel No.  Fax No.

Participant (1)  □ Mr.  □ Ms.

Name

Title

Mobile

Email

Participant (2)  □ Mr.  □ Ms.

Name

Title

Mobile

Email

Participant (3)  □ Mr.  □ Ms.

Name

Title

Mobile

Email

Contact Person

□ Mr. □ Ms.

Name

Tel No.

Email

Signature:

☐ Please remind me by phone one day before the training.

If a specific contact person assigned, please state.

Contact Person:

Ms. Kaka Li

Tel: (+86) 400-628-5800
Fax: (+86) 400-628-5911
Email: enquiry.event@peochina.com

HK Tel: (+852) 3974-5389  HK Fax: (+852) 3579-0029

Payment Options

☐ Shenzhen Session:

□ Cash 现金

□ UnionPay 银联卡

☐ I want to pay in HKD. (Normal: HKD3500 / Discount: HKD3200)

Bank transfer to PEO HK account

Bank Name: Hang Seng Bank Limited

Account Name: PEO (HK) Co., Ltd.

Account Number: 229213491001 (HKD)

** Invoice will be given on site. **

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Fee** (RMB / Person)  Discount*  PEO Training Pass

☐ 2800  ☐ 2500  ☐ One Time

* "PEO’s client” refers to a company attending any PEO past events.

** The fee includes training materials, certificate of attendance, refreshment & lunch.

Please complete this form and fax back to PEO Training.

Contact person: Ms. Kaka Li

Tel: (+86) 400-628-5800  Fax: (+86) 400-628-5911

Email: enquiry.event@peochina.com

HK Tel: (+852) 3974-5389  HK Fax: (+852) 3579-0029

☐ This training is by invitation only. Due to limited seats, early registration is encouraged.

☐ Reservations will be confirmed on a first come first served basis upon receipt of the registration.

☐ A substitute delegate is welcome at any time without extra charge if you are unable to attend.

☐ Any absence without prior notice may cause your enrollment in next activity to be put into waiting list.

☐ PEO reserves the right to postpone or cancel the training due to unforeseen circumstances.

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