

Writing for Business Results

Skills Programme



MACCAUVLEI

Accredited by the Services Seta

Unit standards covered

Unit standard ID Level & credits	Unit standard title
12153 NQF 4 5 Credits	Use the writing process to compose texts required in the business environment

Overview

Research shows that 80% of day-to-day business problems arise from communications failures. In written communication many of these problems stem from the fact that the writer is offloading his or her own views, attitudes or ideas without considering the reader. To achieve understanding the writer needs to appreciate the situation and level of the reader. Good communication is about putting the reader first, and that is what this training is all about.

Learning outcomes

- Business English mastery
- Reading skills, including the art of summarising
- Identification of the target audience
- Choosing the correct format for communication using the risk complexity model
- Effective writing of business texts e.g. business letters
- Report writing
- Edit written communication, using Microsoft software
- The presentation of written text for a particular function in a business environment
- Email etiquette



Learning Methodology

This course will be delivered in a dynamic learning environment and is based on adult learning principles which include:

- Relevance
- Motivation
- Participation
- Action learning

Who should attend?

The training is designed for anyone who writes for business results – whether it is to convey technical information, give instructions, or write reports, memos, letters, faxes and electronic messages, promotional material, proposals, tenders, newsletters, presentations etc.

Duration of Training

1 Interactive Day

Learning assumed to be in place

- Communication at NQF Level 3
- Computer literacy at NQF Level 3

Maccauvlei entry requirements

NQF level 4 / Grade 12 certificate

Certification

Learners who successfully complete the Portfolio Of Evidence will be awarded a skills programme certificate with the unit standard listed.

Public Price **R3,382.00 per person**
(excluding VAT). For In-House quotes please
contact info@maccauvlei.co.za

Contact Details

For registration forms or more detail please contact us:
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