

# Trainwell Online Program



**Online Business Writing *SKILLS* Course**

# Objective

1. This program will give the participants two core learnings:
  - a. Structuring one's writing
  - b. Writing clearly and concisely
  - c. Addressing the audience's needs
2. Global Business Email Etiquettes

# Training Topics

## Rules of Effective Writing:

- Understanding your reader's needs
- Writing to answer the reader's question, "What is in it for me?"
- Writing to keep the reader engaged
- Understanding the objectives
- Organizing your thoughts
- Getting to the point

## Inductive vs. Deductive approach

- The ABC of writing
- Paragraphing
- Use of lists

# Training Methodology

- PowerPoint Presentations.
- Role Plays.
- Games and Group Activities.
- Foundation of impactful Business Writing.
- Discover the principle of effective Business Writing.



# What will you gain?

- Flair of drafting a corporate email.
- Certificate on successful completion of the course.
- Lifetime access to the course material.
- Mastering the skills required in professional email writing.

# DURATION & FORMAT

- Program Duration : 30 hours
- Batch size : 12
- online platform : Zoom / Blue jeans / G-meet.
- Session duration : 1:30 mins
- Format : live interaction through audio /video and virtual class rooms .
- Spot and home assignments
- Participants must spend 30 mins per day and return assignments .