CE-RBW - Business Writing rules

Soft skills - Comunicazione e Psicologia Comportamentale - Leadership e comunicazione

Durata:	Lingue:	Certificazione:
1 Giorno	**Italiano**	**-**

Descrizione del corso

Objectives: • How to write effectively to communicate in the workplace • How to capture and keep the reader's attention • How to write clear and pleasing texts • How to underline key passages Audience: Those who are in charge of communicating with external or internal clients, representatives, authorities, public and private institutions, media

Programma

Why is writing so important nowadays?
- The importance of effective writing
- Business writing
- Advantages and limits of writing
- Two elements of surprise: the interest and the person
- Debunking myths about writing

Writing keeping the readers in mind
- Starting with the end
- The first 15 seconds
- Practical rules to write in a clear, simple and effective way
- Developing a simple and incisive style

Emails
- The freedom of emails
- Direct means, direct language
- Practical rules to write effective emails

ITCore Group

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- The first impact
- The subject
- The email header
- The text
- The closing
- How to build an effective message

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