

# TQI MOTIVATIONAL LEARNING AND DEVELOPMENT TALKS: Writing successful business English

**“Giving you the know-how  
on how successful businesses write...”**



**BUSINESS IMPROVEMENT: HALF-DAY OR FULL DAY WORKSHOPS (DELIVERED TO YOU IN-HOUSE, UK AND INTERNATIONALLY)**

## **WRITING SUCCESSFUL BUSINESS ENGLISH for home or international trade**

### **OVERVIEW: THE PROBLEM**

There are times when organizations avoid traditional training courses (because of time or budget constraints etc) yet remain fully committed to learning and development. They know the importance of motivated and skilled employees to overall success and customer satisfaction.

- In today's business world, the written word is more important than ever. E-mail predominates as today's key business communication - and even the amazing phenomenon of cyberspace social networking is via the written word. And so much of it is in English – which may be used in different ways across cultures. So you need to adapt your English according to your target readership.
- There's another problem too: schools and colleges worldwide generally don't teach real-life business writing skills. This can have a major and adverse impact on workplace performance. Sometimes you may even have 'to un-learn bad habits' to achieve your business goals.

### **OUTCOMES: THE SOLUTION**

If you are a native or non-native English speaking individual or company who sees the need to improve their written business English to get ahead, then TQI can help you in so many ways.

One way is by inspirational and expert talks - to highlight key business writing scenarios and give easy-to-use checklists for attendees to act on.

Whatever the specific topic you request, each talk will explain how the four-step system (outlined in TQI's **Better Business English** book series) works. Individuals will be able to focus on how the system will improve their writing.

They will know what they need to focus on after the event e.g:

- Writing clearer messages that people understand
- Looking at writing from readers' / customers' perspectives (e.g. punctuation and grammar mistakes may undermine a company's professionalism)
- How to attract interest and use written word power skills to persuade

For fuller details of this service or to request customised solutions for your business English writing needs, please contact Fiona Talbot, TQI Word Power Skills - here to help you at every stage of your career.

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