

**“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)**

## **EFFECTIVE BUSINESS ENGLISH WRITING**

**Solutions for the routine business writing tasks you will face on entering the workplace or beginning to use English in home or international business (e-mails, letters, applications etc)**

### **OVERVIEW: THE PROBLEM**

In every stage of your professional career, you need the power of the written word. Yet writing at work is very different from the writing skills taught at school or university. It is not just about punctuation and grammar: it's about identifying and selling the right business messages well.

- Get your writing wrong and you can fail to get your probable first foot through the door of an organization (whether for interview or sales pitch). Once there, you need to make your mark and get noticed for the right reasons, if you want to get on.
- Or if you are running your own company, you will need to write business plans, expressing your business ideas and objectives and presenting a viable case (to secure funding or other support etc).

### **OUTCOMES: THE SOLUTION**

If you are a native or non-native English speaker who sees the need to improve their written business English to get ahead, then let's talk because TQI can help in so many ways.

Using an easy four-step system (outlined in the **Better Business English** series) you will benefit from immediate, improved business writing results.

Whatever you need to write, you will know how to write it and can harness your new-found knowledge so that:

- your messages will be mistake-free and right for purpose
- your writing will be clear
- you can make the right impact
- your writing will be reader-focused and reader-friendly
- you will be building an invaluable skills set for your entire career

**NEW! Every workshop delegate receives a copy of the relevant book from Fiona Talbot's Better Business English series FREE!**

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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