



## **Britcham Guangdong Workshops BWr1 and BWr2**

### **BW1 – Refresher**

#### **Introduction**

Business Writing in English has been identified as one of the greatest skills shortfalls in China, with a huge impact on company reputation and continued business. However, many companies in south China continue to neglect staff training in this vital area. This half-day workshop focuses on the skills needed to make your emails clear and concise, efficient and meaningful.

#### **Outline**

1. Capture the attention of your respondee from the subject heading onwards
2. Keep your writing clear and specific to your target
3. Make your writing more dynamic and persuasive
4. Deal with difficult respondees in a polite manner

#### **Course breakdown**

	What? (the stage aim)	How? (the procedure)
1	Clarify your objectives	Consider audience, aim and action
2	Focus on subject lines	Choose best examples for different purposes
3	Select the right format	Choose best examples for different purposes
4	Make your email targeted	Write function sentence and action sentence
5	Make your language concise	Avoid repetition, irrelevance and verbosity
6	Make your language positive	Transform negative into positive sentences
7	Make your language dynamic	Use verbs in preference to nouns
8	Make your language specific	Use relevant details only



9	Write persuasively and follow up	Distinguish persuasive points in an email Practice persuasive writing according to guidelines
10	Write complaints and respond to complaints	Analyse effective complaints and responses Group writing of complaints and responses
11	Actively review the material covered	Take part in an active review exercise
12	Chart future improvement	Agree on a set of action points



## **BW2 – Embellisher**

### **Introduction**

Good writing skills are essential for anyone doing business, whether for sales, marketing, customer service or negotiating. This half-day workshop extends the skills learned in *BWr1* to deal with notices, proposals, reports and WeChat messages. There will be a focus on building rapport with your audience using appropriate style and tone.

\* those who enroll on both *BWr1* and *BWr2* will get the added advantage of ongoing guidance from the course facilitator between workshops via email and/or WeChat.

### **Outline**

1. Keep it concise and courteous to the end of the correspondence
2. Vary your style and tone according to your respondee
3. Avoid the unprofessional terms and phrasing that will turn off your respondee
4. Create rapport and inspire your respondee to respond immediately

\* Before the workshop, a brief questionnaire will go to new participants. Those who already did *BWr1* will be in contact with the facilitator already.

### **Course breakdown**

	What? (the stage aim)	How? (the procedure)
1	Review of key points	Short exercises to practice writing clear, direct, positive, specific and targeted emails
2	Make emails more concise	Proofreading exercises
3	Make emails neutral in tone	Write email sections with active, personal and unabbreviated language
4	Use formal and informal writing styles	Analyse the difference between formal and informal language, then put into practice
5	Distinguish tentative and direct writing styles	Analyse the difference between direct and tentative language, then put into practice
6	Improve rapport with the respondee	Use techniques for improving rapport in short email sections
7	Raise awareness of email and WeChat etiquette	Select rules for email etiquette and write rules for WeChat etiquette
8	Make reports and proposals more user-friendly	Break down and clarify reports and proposals according to guidelines
9	Further make reports and proposals more user-friendly	Rewrite report sections with parallel clauses



10	Avoid unprofessional language	Discover the Top 10 kinds of errors made by Chinese writers
11	Actively review the material covered	Take part in an active review exercise
12	Chart future improvement	Agree on a set of action points