Business English Writing

PRESENTER: Y Gounden

Bio:
Yuven commenced his carer as a high school teacher of English. He then worked at the Water Research Commission (WRC) first as a Copy Editor and then as a Communication and PR Coordinator.

Yuven also worked at the South African Qualifications Authority (SAQA) as Deputy Director: Communication.

He was then employed by the Food, Agriculture, Natural Resources Policy Analysis Network (FANRPAN) as the Communication and Advocacy Manager.

Yuven was also employed at the South African Institute of Chartered Accountants (SAICA) as a Project Direcor: Communication and Marketing- Professional Development, Transformation and Growth.

He worked at the Office of Health Standards Compliance (OHSC) before moving to the South African Health Products Regulatory Authority (SAHPRA).

WORKSHOP INTRODUCTION:

This workshop provides guidance on how to write proper English in a business environment. The first part includes the mechanics: parts of speech, diction, tenses, vocabulary, and other aspects of language. The second part involves the actual writing process and includes writing reports, letters, e-mails, memos and minutes.

WHO SHOULD ATTEND THE COURSE:
- **Administrative staff**
- **Report writers**
- **Communication staff**
- **Staff dealing with stakeholders**

WORKSHOP CONTENT:

Day 1: Mechanics

This includes the mechanics of English and includes:
- Parts of speech

- Punctuation

- Tense

- Direct and indirect speech

- Active and passive voice

- Articles – Definite and indefinite

- Ambiguity

- Concord

- Common errors

- Abbreviations and acronyms

- Tautology

- Jargon and cliches

- Literal and Figurative

- The Flesch readability test

   Day Two- Putting into Practice- Writing

   This will include the following formats of writing:

- The business letter

- The Memorandum (memo)

- Using appropriate register in writing

- E-mail etiquette

- Managing and formatting e-mail

- Attachments

- E-mail signatures

- Report writing

- Taking minutes

- Writing minutes

WORKSHOP OUTCOMES:

At the end of this workshop Delegates should have a clear understanding of the following:

- Write good English for business

- Understand etiquette

- Able to write in the various genres

- Use proper language

- Use words correctly

Programme:

08h30 – 09h00: Registration & login
09h00 – 09h05: Welcome
09h05 – 09h10: Introduction of the trainer
09h10 – 10h30: Workshop
10h30 – 10h45: Tea/Break
10h45 – 12h45: Workshop
12h45 – 13h00: Wrap-up (and Q&A if necessary)
13h30 – 13h30: Feedback form & admin by the SAAPI Office