

Professional skills workshops: case study

‘Business Writing Essentials’ workshop for
a German multinational engineering and
technology company

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www.britishcouncil.in

How we helped staff members improve their business communication skills

Business need for doing a course

Did a myEnglish Workplace course and following that wanted to improve their employees' writing skills

Reason for choosing British Council

Received great feedback after undergoing a myEnglish Workplace course

Name of course taken:

Business writing essentials workshop

Format of training:

Workshop: Synchronous online

Batch size: 22

Learning outcomes:

- Plan, write and edit documents, following the conventions of modern business writing
- Produce complete, clear, concise and coherent documents that avoid miscommunication
- Write using reader-friendly language and appropriate levels of formality to build good relationships with your audience
- Participants will be more productive and better able to build relationships in writing
- Clients and colleagues will be better able to understand messages, take action and save time
- The organisation will be able to project a more professional image both internally and externally

Duration: 8 sessions, 1.5 hours each. Delivered in 2 weeks



Areas of focus

- Business writing fundamentals
- Ensuring your document is complete.
- Communicating clearly in business writing
- Coherent business writing
- Writing in a courteous, reader-friendly tone
- Communicating concisely in writing
- Correct business writing conventions and languages
- Business writing mini clinic

90%
Overall
confidence in
these focus
areas post
workshop

Pre-course assessment: Qualitative Analysis

What challenges do you experience with planning, structuring, drafting and editing a range of documents?

- Structuring of documents

What impact does this have on your ability to succeed at work?

- Ability to convey information

What would you like to do better as a result of this course?

- Better organising documents in future

Post-course assessment: Qualitative Analysis

Which of the tools and techniques will you use in the workplace? How?

- Email communication and structured writing.
- Shared website links
- POWER , 6C's. Direct & Indirect

How will this help you communicate more effectively at work? How will it help you perform better?

- Get rid of writing long and redundant content.
- Improved performance efficiency
- Better performance in business writing
- More effective communication to enhance performance

Feedback parameters:

- The topics covered in this course match the areas I need to improve
- The course content is relevant to my workplace communication
- The course activities were engaging
- I achieved my learning objectives for this course
- The toolkit contains useful summary of the main learning points

80%

Students strongly agreed that the course met the parameters on the left

Feedback on the course:

- ***“1.5 hours per class per course was a good plan. It covered almost all topics and materials supplied. The course was good to implement in our workplace.”***
- ***“Very much helpful”***
- ***“Course content was very good”***
- ***“We need to extend this training to all employees and strongly recommend this. Daily activities and learning material are very much useful in my day-to-day business writing.”***
- ***“It was very good”***



Feedback on teacher:

- Was well-prepared for the programme
- Had good knowledge of the subject
- Encouraged interaction in the group
- Gave useful feedback and suggestions
- Was engaging

100%

Students agreed on these teacher feedback areas

Feedback on the teacher:

- ***“Trainer was knowledgeable and good in the subject and was able to effectively communicate the topic.”***
- ***“Power packed!”***
- ***“Excellent!”***
- ***“One of the best trainers. He spoke clearly, which is very much needed for such session. He did a great job!”***
- ***“Very good and maintained a good pace while training.”***

