

Professional skills workshops: case study

‘Business Writing Essentials’ workshop for
an Indian, centralised government bank
and regulatory body

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To learn more about our online courses
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How we helped staff members improve their business writing skills

Business need for doing a course

The bank was setting up a new line of business that required a customer services team to be trained

Reason for choosing British Council

The British Council had previously done a training programme with the bank and got excellent results. Based on that, they chose the British Council

Name of course taken:

Business Writing Essentials

Scope of training: Batch of 20

Duration: 12-hour course

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



Areas of focus:

- The topics covered in this course match the areas I needed to learn about
- The competencies developed in this course are relevant to my learning needs
- The level of difficulty of the activities was right
- The course content is relevant to my workplace communication
- There was a good mix of activities during the course
- The course activities were engaging
- I achieved my learning objectives for this course
- The toolkit contains a useful summary of the main learning points

90%
Average participant rating of British Council in key areas of focus



Key areas of learning:

- 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 language
- Business writing mini-clinic

>80%

Average participant rating of British Council in key areas of learning

Qualitative feedback:

- *“The trainer was knowledgeable and was able to effectively communicate the topic.”*
- *“This course will help me in effective email communication and structure writing.”*
- *“I had a wonderful trainer. She cleared our doubts with examples. Loved her sessions.”*
- *“I will use my learnings while communicating with my internal and external readers and accordingly using the structure for the same.”*
- *“The teacher always ensured that every participant was involved in the learning process and always cleared their doubts.”*
- *“The course will help me convey my message better in a very effective and efficient manner.”*
- *“The teacher was very helpful, friendly and gave suggestions about other topics too.”*
- *“This course will help me plan, organise and execute my assignments effectively.”*
- *“The training enabled me to improve my writing skills and perform better.”*