

Grammar, Punctuation, and Simple Style

Writing
Point

A Royal Mail survey found that 74% of customers do not trust businesses that use poor spelling and grammar, and 30% would not do businesses with companies that made these mistakes. Effective communication can't happen unless the basics are right.

Concentrating on practical examples rather than theory, this course gives people the skills to produce correct English that gains the confidence of the reader, whether customer or colleague.

Course Core Content

Why accurate grammar and punctuation is essential for clarity.

Why this matters in a business context.

The needs of the reader.

Choosing the right words.

Structuring a document.

Using paragraphs.

Writing successful sentences.

When to use full stops.

Using commas.

Using apostrophes.

Editing and proofreading.

Notes

The course can be run over one day or delivered in several smaller chunks, with time in between to absorb and practice what has been learnt.

We can provide e-mail support for participants after the course, to review and give feedback on their improving grammar and punctuation.