

# Case study

## Business Writing

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# ABOUT CLARKMORGAN

CLARKMORGAN ENABLES MULTINATIONAL ORGANISATIONS to execute upon strategy by designing and delivering relevant and impassioned learning programs that develop the capabilities of our clients. Putting that simply, we help people evolve through transformative training.

Opened in Shanghai in 2001, where it is still headquartered today, ClarkMorgan has become an industry leader, winning back-to-back CCH China Staff 'Training Firm of the Year' awards in both 2007 and 2008 and beating international and long established competition. In 2020 we now celebrate our 19th year of success in China.

ClarkMorgan brings a multinational team of business savvy consultants and trainers together, providing services to the Fortune 500 and Global 1000 firms especially Local Chinese Firms operating within the Asia Pacific region. We assist in small, one-off programs, but more often than not, our staff are dispatched across the region, helping organisations develop their staff's skills and ultimately hit their KPIs.

Furthermore, ClarkMorgan is active in supporting the non-for-profit sector in this regional, launching Spark China in 2009, and founding the Chinese Association of Training & Development Specialists (CATDS) in 2012.

ClarkMorgan also works closely with China-based charities, including The Library Project, Pretty in Pink Shanghai, and WWF.

# BACKGROUND

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This client is a Global Information Technology (IT) company, with business scope covering IT infrastructure, global services, commercial and home computing, printing and imaging. Their customers come from sectors such as telecommunications, finance, government, transportation, energy, aerospace, electronics, manufacturing, and education.

Business writing (sometimes referred to as business communication or professional writing) is a professional communication tool for organizations and other professional entities use to communicate with either an internal or external audience.

Their need was to improve effectiveness through both contexts and style, by writing reports, proposals, e-mails, and other business-related written material. As a Global and Intercultural organization, strong business communication skills are essential to drive results.

## SOLUTION

- Starting with the Goal in Mind: People, Purpose, and Payoff (condensed)
- How to Express with the 3 Levels of English
- The 3Cs – Clarity, Conciseness and Credibility
- Well-Structured Email : PDA
- Approach – Purpose, Details, Action
- Specific, Confident & Positive Language
- The 10 E-mail Commandments
- E-mail Consulting – Real Cases
- Saying No and Pushing Back Professionally (for homework post course)

## RESULT

Starting from core principles designed to significantly enhance the professionalism, authenticity, and impact of business writing in English; participants will learn how to move through the patented 3 levels to linguistic competency. These range from 'enough to transmit information' through 'authentic and natural-sounding' to 'evokes feelings and provokes action.'

We then cover the appropriate structures for the most commonly used business documents they need to create. Working with participants to identify and correct issues in their own writing, we explore the precise wording and phrases ideal for communicating with impact, and for dealing with the specific situations and functions of their jobs. These target areas will be drawn from real-life work samples of participant writing.

Finally, we help participants design and construct specific writing approaches and to develop templates geared to streamline the writing process for their most common business reports. This piece is vital for transferring the knowledge base gained in the workshop into fully actionable skills and habits that will stick with them in their jobs.



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