
Professional Certificate in Teaching Business English for Intercultural Communication

Writing Skills for Business Communication

Active Listening:

Active listening is a communication technique that involves fully concentrating on what is being said by the speaker, rather than passively hearing the message. It involves giving the speaker feedback to show that you are engaged and understanding their message. Active listening is a crucial skill in business communication as it helps to build rapport, resolve conflicts, and improve relationships with colleagues and clients.

Business Writing:

Business writing refers to the written communication used in a business context, such as emails, reports, memos, proposals, and letters. Effective business writing is clear, concise, and professional, and it is essential for conveying information, making decisions, and building relationships in a professional setting.

Communication Skills:

Communication skills are the abilities to convey information effectively and efficiently through various channels, such as verbal, nonverbal, and written communication. Strong communication skills are essential in business settings to build relationships, negotiate deals, resolve conflicts, and collaborate with colleagues.

Cultural Intelligence:

Cultural intelligence (CQ) refers to the ability to work effectively across different cultures. It involves understanding and adapting to cultural differences in communication styles, values, beliefs, and behaviors. Cultural intelligence is crucial for successful business communication in a globalized world.

Email Etiquette:

Email etiquette refers to the set of rules and guidelines for writing professional emails. It includes aspects such as using a clear subject line, addressing the recipient properly, using a professional tone, avoiding typos and grammatical errors, and respecting the recipient's time. Following email etiquette helps to ensure effective communication and build a positive professional image.

Empathy:

Empathy is the ability to understand and share the feelings of another person. In business communication, empathy is essential for building rapport, resolving conflicts, and showing respect and understanding towards colleagues and clients. Empathetic communication involves active listening, perspective-taking, and showing genuine concern for others.

Feedback:

Feedback is information provided to a person about their performance or behavior. In business

communication, feedback is essential for improving skills, resolving conflicts, and making informed decisions. Constructive feedback focuses on specific behaviors, is timely, and is delivered in a respectful and supportive manner.

Interpersonal Skills:

Interpersonal skills are the abilities to interact effectively with others. They include communication skills, empathy, active listening, conflict resolution, and teamwork. Strong interpersonal skills are essential in business settings to build relationships, collaborate with colleagues, and resolve conflicts.

Nonverbal Communication:

Nonverbal communication refers to the transmission of messages without using words. It includes gestures, facial expressions, body language, tone of voice, eye contact, and posture. Nonverbal communication plays a crucial role in business communication, as it can convey emotions, attitudes, and intentions more effectively than words alone.

Professionalism:

Professionalism refers to the conduct, behavior, and attitude expected in a professional setting. It includes aspects such as punctuality, reliability, honesty, integrity, respectfulness, and maintaining a professional appearance. Demonstrating professionalism in business communication helps to build credibility, trust, and positive relationships with colleagues and clients.

Report Writing:

Report writing involves the preparation of formal documents that present information, analysis, and recommendations on a specific topic or issue. Reports are commonly used in business settings to communicate research findings, project updates, financial data, and performance evaluations. Effective report writing requires clarity, organization, and attention to detail.

Respect:

Respect is the recognition of the inherent worth and dignity of others. In business communication, respect is essential for building positive relationships, fostering teamwork, and creating a supportive work environment. Showing respect towards colleagues and clients involves listening attentively, valuing their opinions, and treating them with courtesy and professionalism.

Teamwork:

Teamwork refers to the collaborative effort of a group of individuals to achieve a common goal. Effective teamwork in business communication requires clear communication, mutual respect, active listening, and a willingness to cooperate and compromise. Strong teamwork skills are essential for problem-solving, decision-making, and achieving successful outcomes in a business setting.

Time Management:

Time management is the ability to prioritize tasks, allocate time effectively, and meet deadlines. In business

communication, time management is crucial for maximizing productivity, reducing stress, and delivering high-quality work. Effective time management skills involve setting goals, planning ahead, eliminating distractions, and staying organized.

Verbal Communication:

Verbal communication is the transmission of messages through spoken words. It includes aspects such as tone of voice, pitch, volume, pace, and clarity. Verbal communication skills are essential in business settings for delivering presentations, conducting meetings, negotiating deals, and building relationships with colleagues and clients.

Virtual Communication:

Virtual communication refers to the exchange of information through digital channels, such as email, video conferencing, instant messaging, and social media. In today's globalized world, virtual communication is essential for remote work, international collaboration, and staying connected with colleagues and clients across different locations. Effective virtual communication requires clear, concise, and professional messages.

Written Communication:

Written communication involves conveying information through written words, such as emails, reports, memos, proposals, and letters. Effective written communication in business settings is clear, concise, professional, and tailored to the audience. Strong written communication skills are essential for conveying information, documenting decisions, and building relationships with colleagues and clients.

Active Voice:

Active voice is a grammatical construction in which the subject of a sentence performs the action expressed by the verb. For example, "The manager approved the proposal" is in the active voice, where the manager (subject) performs the action of approving (verb) the proposal. Active voice is preferred in business writing for clarity, directness, and emphasis on the doer of the action.

Bullet Points:

Bullet points are concise, formatted lists used to highlight key points or information in a document. They are commonly used in business writing to organize information, improve readability, and emphasize important details. Bullet points help to break up text, draw attention to key messages, and make complex information more digestible for the reader.

Call to Action:

A call to action (CTA) is a prompt or instruction that encourages the reader to take a specific action, such as making a purchase, signing up for a newsletter, or contacting a sales representative. In business writing, a call to action is often used in marketing materials, emails, and websites to drive engagement, conversions, and customer responses.

Clarity:

Clarity in business writing refers to the quality of being clear, easy to understand, and free from ambiguity. Clear communication is essential for conveying information effectively, making decisions, and avoiding misunderstandings. Achieving clarity in writing involves using simple language, organizing content logically, and providing sufficient context for the reader.

Conciseness:

Conciseness in business writing refers to the practice of expressing ideas clearly and briefly without unnecessary words or details. Concise communication is important for maintaining the reader's attention, conveying information efficiently, and getting to the point quickly. Being concise involves eliminating wordiness, redundancies, and irrelevant information from the text.

Conflict Resolution:

Conflict resolution is the process of addressing and resolving disagreements or disputes in a constructive manner. In business communication, conflict resolution skills are essential for managing conflicts between colleagues, clients, or teams. Effective conflict resolution involves active listening, empathy, problem-solving, and negotiation to reach a mutually acceptable solution.

Courtesy:

Courtesy in business communication refers to showing politeness, respect, and consideration towards others. It involves using appropriate greetings, expressions, and tone in written and verbal communication. Demonstrating courtesy in business interactions helps to build positive relationships, foster collaboration, and create a supportive work environment.

Editing:

Editing is the process of reviewing and revising written content to improve clarity, accuracy, and effectiveness. In business writing, editing involves checking for grammar and spelling errors, refining the structure and organization of the text, and ensuring that the message is clear and coherent. Effective editing is essential for producing polished and professional documents.

Email Subject Line:

The email subject line is a brief, descriptive phrase that summarizes the content of an email. A clear and specific subject line helps the recipient understand the purpose of the email and decide whether to open it. In business communication, using a well-crafted subject line is important for grabbing the recipient's attention, increasing open rates, and ensuring that the message is read.

Emoticons:

Emoticons are pictorial representations of facial expressions used to convey emotions in written communication. They are often created using keyboard characters, such as :-) for a smiley face or :-(for a frowning face. In business writing, the use of emoticons is generally discouraged, as they can be seen as unprofessional and detract from the formality of the message.

Formality:

Formality in business communication refers to the level of professional etiquette and decorum used in written and verbal interactions. The appropriate level of formality depends on the context, audience, and purpose of the communication. In business settings, maintaining a level of formality helps to convey respect, professionalism, and credibility.

Grammar:

Grammar is the set of rules that govern the structure and composition of sentences in a language. In business writing, using correct grammar is essential for clarity, precision, and professionalism. Common grammar errors to watch for include subject-verb agreement, punctuation, tense consistency, and sentence structure.

Greeting:

A greeting is an expression of salutation or acknowledgment used to open a communication. In business writing, greetings are used to address the recipient and set a polite and professional tone for the message. Common greetings include "Dear," "Hello," "Good morning," and "Hi," followed by the recipient's name or title.

Informational Report:

An informational report is a type of document that presents facts, data, or information on a specific topic without making recommendations or suggesting actions. Informational reports are commonly used in business settings to provide updates, summaries, or research findings to stakeholders. The structure of an informational report typically includes an introduction, body, and conclusion.

Intercultural Communication:

Intercultural communication is the exchange of information between people from different cultural backgrounds. It involves understanding and bridging cultural differences in communication styles, values, beliefs, and behaviors. Intercultural communication skills are essential for navigating diverse work environments, building relationships with colleagues and clients from different cultures, and avoiding misunderstandings.

Jargon:

Jargon is specialized terminology or language used within a specific industry, profession, or group. In business communication, jargon can be useful for conveying technical information efficiently to experts in the field. However, excessive use of jargon can confuse or alienate non-experts. It is important to use jargon judiciously and provide explanations or definitions when necessary.

Memo:

A memo (short for memorandum) is a brief written message used for internal communication within an organization. Memos are commonly used to convey announcements, updates, directives, or requests to employees or colleagues. The format of a memo typically includes a heading, introduction, body, and

conclusion, and it is written in a concise and professional style.

Negotiation:

Negotiation is the process of reaching a mutually acceptable agreement through discussion and compromise. In business communication, negotiation skills are essential for resolving conflicts, making deals, and reaching consensus with colleagues, clients, or partners. Effective negotiation involves active listening, problem-solving, flexibility, and assertiveness.

Objective:

An objective is a specific, measurable goal or outcome that a person or organization aims to achieve. In business communication, stating clear objectives helps to focus the message, guide the reader, and define success criteria. Objectives should be specific, achievable, relevant, and time-bound to ensure clarity and alignment with business goals.

Paragraph Structure:

Paragraph structure refers to the organization and coherence of sentences within a paragraph. In business writing, paragraphs should be clear, focused, and well-structured to convey information effectively. A typical paragraph includes a topic sentence that introduces the main idea, supporting details or examples, and a concluding sentence that summarizes the key points.

Persuasion:

Persuasion is the act of influencing or convincing others to adopt a certain belief, attitude, or action. In business communication, persuasion skills are important for marketing, sales, negotiations, and presentations. Effective persuasion involves understanding the audience, building credibility, using persuasive techniques such as storytelling or evidence, and addressing objections.

Proofreading:

Proofreading is the process of reviewing written content to identify and correct errors in spelling, grammar, punctuation, and formatting. In business writing, proofreading is essential for ensuring accuracy, clarity, and professionalism in documents. Common proofreading techniques include reading the text multiple times, checking for consistency, and using spell-check and grammar-check tools.

Proposal:

A proposal is a formal document that outlines a plan, idea, or solution to address a specific problem or opportunity. Proposals are commonly used in business settings to seek approval, funding, or partnerships for projects or initiatives. The structure of a proposal typically includes an introduction, background, objectives, methodology, timeline, budget, and conclusion.

Questioning Techniques:

Questioning techniques are strategies used to ask effective questions to gather information, clarify understanding, or stimulate critical thinking. In business communication, questioning techniques help to

engage the audience, uncover needs, explore ideas, and facilitate discussions. Examples of questioning techniques include open-ended questions, closed-ended questions, probing questions, and reflective questions.

Reading Comprehension:

Reading comprehension is the ability to understand, analyze, and interpret written text. In business communication, strong reading comprehension skills are essential for extracting information, making decisions, and responding to messages effectively. Strategies for improving reading comprehension include active reading, summarizing key points, asking questions, and identifying main ideas and supporting details.

Relevance:

Relevance in business communication refers to the importance, significance, or applicability of information to the audience or context. Communicating relevant information helps to engage the reader, clarify the message, and demonstrate value. When preparing business documents or presentations, it is important to focus on relevant content that addresses the audience's needs, interests, and concerns.

Report Format:

Report format refers to the structure and layout of a formal document that presents information, analysis, and recommendations on a specific topic or issue. In business writing, report format typically includes a title page, table of contents, executive summary, introduction, main body, conclusions, recommendations, and appendices. Following a consistent report format helps to organize information, improve readability, and maintain professionalism.

Resilience:

Resilience is the ability to bounce back from setbacks, adapt to change, and overcome challenges or adversity. In business communication, resilience is important for maintaining a positive attitude, managing stress, and persevering in the face of obstacles. Resilient individuals are able to stay focused, motivated, and proactive in their communication and problem-solving efforts.

Revision:

Revision is the process of reviewing, reorganizing, and refining written content to improve clarity, coherence, and effectiveness. In business writing, revising a document involves making changes to the structure, language, tone, and content to enhance the overall quality. Effective revision requires critical thinking, feedback from others, and multiple rounds of editing to ensure that the message is clear and persuasive.

Self-Reflection:

Self-reflection is the process of examining one's thoughts, feelings, and actions to gain insight, self-awareness, and personal growth. In business communication, self-reflection helps individuals identify their strengths, weaknesses, communication style, and areas for improvement. Practicing self-reflection can lead to increased self-confidence, empathy, and effectiveness in interactions with colleagues and clients.

Spelling:

Spelling is the correct arrangement of letters in a word to form a word that is recognized and accepted by a language community. In business writing, spelling errors can detract from the professionalism and credibility of a document. It is important to use spell-check tools, proofread carefully, and be aware of common spelling mistakes to ensure accuracy and clarity in written communication.

Summarizing:

Summarizing is the process of condensing information into a concise and coherent form while retaining the main ideas and key points. In business communication, summarizing helps to extract the essence of a document, presentation, or conversation for quick understanding and reference. Effective summarizing involves identifying the main ideas, omitting irrelevant details, and presenting information in a clear and organized manner.

Team Building:

Team building is the process of developing and enhancing the relationships, skills, and collaboration within a team. In business communication, team building activities help to improve communication, trust, motivation, and productivity among team members. Examples of team building activities include icebreakers, team challenges, brainstorming sessions, and social events.

Technical Writing:

Technical writing is the process of conveying complex technical information in a clear, concise, and accessible manner. Technical documents such as manuals, reports, specifications, and proposals are used in business settings to communicate technical concepts, processes, and instructions. Effective technical writing requires a deep understanding of the subject matter, audience analysis, and attention to detail.

Time-sensitive Communication:

Time-sensitive communication refers to messages or information that require immediate attention, response, or action. In business settings, time-sensitive communication may include urgent requests, deadlines, meeting reminders, or critical updates. It is important to prioritize and respond promptly to time-sensitive communication to ensure that tasks are completed on time and that important information is not missed.

Tone:

Tone in business communication refers to the attitude, style, and emotion conveyed through the language and phrasing of a message. The tone of a communication can be formal, informal, friendly, authoritative, persuasive, or neutral, depending on the context and audience. Choosing the right tone helps to set the right expectations, convey the intended message, and build rapport with the reader.

Visual Aids:

Visual aids are graphical or visual elements used to enhance and support written or verbal communication. In business settings, visual aids such as charts, graphs, diagrams, tables, images, and videos are used to

present complex information, highlight key points, and engage the audience. Using visual aids can improve comprehension, retention, and impact in business presentations, reports, and documents.