



BUSINESS WRITING ESSENTIALS

Duration

7 hours (1 day)

Benefits

Business Writing Essentials is the 'toolkit' covering the fundamentals of professional business writing. Our course will provide you with

- Greater writing confidence
- Ability to write documents faster
- Skill to produce a more professional, reader-friendly written communication (a report, proposal or email)
- Ability to have professional presentation in business documents

Program Content

- Pre- and post-program assessment
- Writing purpose – value to the reader
- Organising your thoughts
- Readability
- Plain English, active or passive voice, grammar
- Structure and layout, including Front-Focus
- Image, language and tone
- Padding and punctuation
- Evaluate documents quantitatively and qualitatively
- Mind Mapping as a tool for document planning
- Email etiquette
- Review and editing skill in writing

Outcome

- Establish your writing purpose and engage your readers
- Write in a way that moves your readers to act
- Significantly reduce your writing time
- Write with greater confidence and look more professional
- Greater understanding of best practice and etiquette for email correspondence
- Be motivated to improve your writing performance.