

Better Business Writing

Overview:

The English language has evolved significantly and this has had a dramatic impact on the way we communicate both verbally and written.

Business writing has also gone through changes, and business communication is distinctly different to the way we communicate elsewhere.

Successful business writing means that workplace relationships are maintained, clients' needs are satisfied and new ideas are promoted effectively. With the emergence of email and other electronic forms of communication, the standards and conventions that once governed business writing have shifted.

This program will assist you to create clear and concise business writing and reports. Specifically, you will be able to:

- Explain the four stages of the writing process
- List the types of reports prepared in the workplace
- Organise information, and structure your reports in line with audience needs
- Write more quickly as a result of your planning skills
- Present your reports professionally
- Produce effective investigative, informational and analytical reports
- Understand the difference between verbal and written communication
- Understand the importance of grammar
- Recognise the impact of poor grammar
- Realise the importance of punctuation
- Comprehend the conventions that govern business writing
- Write successful reports
- Communicate effectively via email and faxes
- Write customer focused letters

Designed for: This course is suitable for all staff members.

Duration: 1 day

Content:

Written communication in your organisation

The writing process

Planning your writing

- Keep your audience in mind
- Planning tool - spidergram
- What makes a good spidergram?
- Creating a spidergram
- Spidergram example

Principles of clear writing

- Word choice - simple and familiar
- Word choice - jargon
- Word choice - unnecessary words
- Word choice - non-discriminatory
- Sentence length
- Main message first
- Active voice
- The power of formatting
- Tone to influence
- Grammar checks
- Punctuation
- Writing principles checklist

Customer focused letters

The power of email



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