

EFFECTIVE BUSINESS WRITING

This course teaches practical business writing skills and provides useful guidelines and tips for developing better written communication.

After completing the program you will be able to:

- Structure and sequence your communication for maximum results
- Recognise and correct basic grammatical errors
- Use punctuation
- Select the tone, language and writing style to suit your audience and message
- Write business letters and e-mail messages.



Target audience:

The program caters for people who would like to improve their business writing skills.

Duration: 1 day

Topics to be explored include:

- ▶ Know your purpose – Know your audience
- ▶ Selecting the communication medium – letter, email, memorandum, report or SMS
- ▶ Structure and sequencing
- ▶ Common mistakes in grammar
- ▶ Punctuation – comma, inverted commas, colons, semi-colons, apostrophes
- ▶ Words often confused
- ▶ Selecting your writing style
- ▶ Plain English
- ▶ Tone, denotation and connotation
- ▶ Selecting active or passive voice
- ▶ Clichés, buzzwords and jargon
- ▶ Non-discriminatory language
- ▶ Words often confused
- ▶ Reviewing/revising and editing
- ▶ Formatting business letters
- ▶ Email etiquette
- ▶ Checklist for good writing

What's included?

In-house training at a time to suit you

Instruction by an expert facilitator

A highly interactive and supportive workshop tailored

for your organisation

Participant workbooks

Personalised certificate of completion

To book this workshop or for more details on how Learning Insight can support your organisation contact :

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