

BUSINESS WRITING SKILLS

Create more compelling and succinct business communications

Through theory and a series of practical exercises this workshop provides the tools and techniques to write more effectively – making it easier for readers to understand your message.



Workshop Content

Designed and facilitated by a professional journalist and author, this workshop provides participants with the knowledge and skills to craft compelling and professional letters, e-mails, proposals, presentations, briefings and reports – writing clearly and with impact – with simple but effective language, structure and layout.

Participants will be required to respond a pre-session questionnaire and provide a one-page sample of their recent business writing.



Learning Outcomes

Upon completion of this workshop, participants will be able to:

- Understand appropriate formats and essential components of letters, e-mails, briefings and reports
- Plan their writing - understanding purpose and audience, structure and style
- Write in Plain English clearly, concisely and with impact
- Identify barriers to effective writing
- Understand language, punctuation and grammar
- Use tone and active voice
- Write persuasively and build rapport
- Reflect your organisations tone and style
- Structure effectively using lists, bullet-points and parallel structure
- Logical writing structures for e-mail, Power Point, proposals, reports
- Write effectively to deliver bad news
- Edit and proofread
- Avoid commonly confused words
- Recognise American and Australian spelling differences
- Write with confidence and authority



Recommended Audience:

Anyone required to compose written communications internally and externally



Delivery:

Face to Face or Virtual



Course Duration:

Half to a full day.
Specific content areas can also be covered in shorter 'power' sessions.



No. of attendees:

12

talkforce

communication | leadership | coaching



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