

# BUSINESS WRITING SKILLS

## Create more compelling and succinct business communications

Through theory, tips 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, this workshop provides participants with the knowledge and skills to craft compelling and professional business correspondence including reports, briefs, emails and presentations – writing clearly and with impact – with simple but effective language, structure and layout.



### Learning Outcomes

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

- Understand appropriate formats and essential components of letters, emails, 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 organisation's tone and style
- Structure effectively using lists, bullet points and parallel structure
- Logical writing structures for e-mail, PowerPoint, 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 for:

Anyone required to compose written communications internally and externally.



#### Delivery:

Face-to-face or virtual



#### Workshop duration:

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



#### No. of attendees:

12

**talkforce**

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