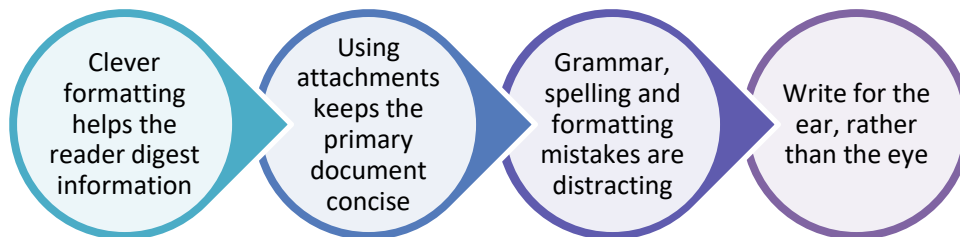


EFFECTIVE BUSINESS WRITING: The basics

One-day, face-to-face, interactive workshop with up to 20 participants

Business writing is any written communication used in a professional setting. The word 'effective' means that it achieves its intended outcome. Therefore, effective business writing shares crucial information and keeps the concerns of the audience in mind. It acts to avoid the miscommunications, inefficiencies, confusion and frustration that can result from poorly written business documents.

This course takes participants back to school by revisiting the basics of written communications including principles, grammar, punctuation, relevant conventions and standards, and the intent and application of Style Guides. Using short presentations followed by practical activities, participants will refresh their understanding of the science of writing and gain insights into ensuring their communications are clear, concise and professional. Our facilitator will also share practical tips and strategies she was taught as an assessor and lawyer – professions which both rely heavily on effective written communications.



COURSE AGENDA

1. Effective business writing
 - What is it and why is it important
 - Knowing what to avoid: common mistakes
2. The principles: Clarity, conciseness and style (professional versus personal)
3. The Style Guide: When, where, why and how
4. Language: Using plain English
5. Grammar and punctuation: What, when and where
6. Conventions of effective writing
7. Formatting
 - Sentence and paragraph structure
 - The power of white space
 - Attachments, appendices and annexures
8. Editing: Tips and traps

COURSE DETAILS

Delivery duration	One day (timing to be agreed between parties)
Delivery style	Face-to-face workshop including: presentation, facilitated discussion and practical activities. Time is allocated to allow participants to workshop several scenarios.
Location	Venue to be provided by the client.
Participant numbers	Maximum: 20
Tailored option	Yes. Tailoring of workshops incurs a development cost. We will be able to provide you with a quote for these costs once the range of required tailoring has been determined.

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