business writing

Anyone who writes for work

Full day course.

Half-day workshop sessions marked with ½

Run at your offices or in a virtual classroom

We might not all see ourselves as 'business writers' but this business writing course is relevant for EVERYONE who writes in a work environment. Whether it be emails, reports, policies or instructions; any form of writing at work is regarded as *business writing.*

Participants at all levels within the organisation who attend this professional writing training course will learn strategies to write clearly and professionally. They will use practical exercises to plan and structure business communications, to truly be reader-friendly.

goals

- use the POWER writing approach
- learn to plan and organise the piece of writing
- plan and write purposefully
- write clearly and concisely
- improve spelling, grammar, punctuation
- respect the reader – manage expectations and tone
- use a variety of essential formatting techniques
- understand the importance of self-review and proofreading.

train EQ

Either write something worth reading or do something worth writing
– Benjamin Franklin

workshop info

Our facilitator will adapt the content and workshop style to the needs of the group. The following is a one-day program outline, which we can cut to a half-day workshop. Topics for half-day option denoted by ½
We are happy to tailor topics – please discuss with us.

introduction and workshop overview
Participants will review the agenda and Participants will get an introduction to the POWER writing approach.

planning ½
Most unclear writing results from unclear thinking. Good planning is essential to thinking and communicating persuasively. Participants will learn how to first consider who their readers are, why that reader group matters for their writing and what they want to achieve with their writing.

wiift- what's in it for them?
The writer gains influence by considering how their readers view the message. What are the reader's views and interests? By considering the reader's perspective of 'what's in it for me?' the group will be able to structure their writing to effectively persuade their audience.

mind mapping
The group will use mind mapping to arrange and organise ideas. They will practise using the technique to structure a piece of writing and save a huge amount of writing and revision time later.

swyp ½
Participants will find out exactly what this mysterious acronym stands for, but it is essential for writing with impact and for efficient, clear and powerful communication.

writing techniques ½
We all know how to write, right? In this large segment of our course, participants will practise many writing techniques that make business documents more powerful. As a result, participants will be able to produce crisp and logical business writing.

finishing touches ½
Consistent, clear formatting and careful proofreading are essential aspects of a well written business document or email. Even if we are in a hurry, our time is well spent on arranging the document so that it is easily readable and coherent throughout.

ooops!
The group will discuss aspects of managing risk with business communications, and, of course, helping to ensure that emails are not sent to incorrect recipients (yes, we've all been there).

action plan ½
Applying what has been discussed in this business writing skills course is critical. Throughout this training participants will create personal action plans to put what they have learnt into action for using the skills they have gathered.

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