

## Business Writing

1 Day

The Business Writing course is designed for all people who need structure, processes and tools to prepare clear, concise correspondence, which gets the message across efficiently and with true audience appeal.

### WORLD CLASS TRAINING

We can think about writing either as a process or as a product, the finished piece of writing. If we can think of it as a process, then by changing the way we go about writing, we can change the finished product.

While participants will still be aiming to turn out a good product, their sense of satisfaction will arise partly from a greater appreciation of the process by which they get there. This one-day workshop will concentrate on the details that writers have to contend with, and give them some practical advice on making the job less difficult. They will also have opportunity to discuss their writing problems and share solutions with others in the workshop.

### LEARNING OUTCOMES

- Have a better grasp of the basics of writing—that is, better appreciate the grammar, spelling, punctuation and sentence structure required for writing correctly.
- Practice the ability to write concisely and clearly, so that the reader will grasp quickly the message of the written material.
- Learn the process of gathering material, putting it in a format that addresses the points under discussion, and bringing closure to the situation, through recommendations or next steps.
- Develop a writing style in keeping with that used by experienced writers.

### WHO WILL BENEFIT

This program is designed for anyone who writes documents as part of their job. This could include letters, emails, proposals, reports or any other kind of business document.

<i>Business Writing</i>	1	2	3	4	5
Principles of Communication					
Planning your Documents					
Organising your Information					
Rules of Writing					
Email Communication					
Business Letters					
Report Writing					
Document Design					
Reviewing your Work					

- 1 Little or no experience
- 2 Some background knowledge only
- 3 Able but takes some thought and thus is not used often
- 4 Able but could refresh knowledge and skills
- 5 Mastered and could teach others

“Having completed the course, I am certainly a lot more confident in my report writing. Rather than sitting and worrying and wasting time, I now can jump in and know what I’m doing.”  
- RK, Paperlink.

### CONTACT

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## TOPICS

- **Communicating for Success**
  - ⇒ Common Errors in Business Writing
  - ⇒ Good Business Writing
  - ⇒ 6 Steps to Create Effective Business Documents
- **Planning Makes Perfect**
  - ⇒ Purpose Statement Document
  - ⇒ Gathering The Information
  - ⇒ Organising The Information
  - ⇒ Organisation Methods
- **Putting It On Paper**
  - ⇒ Get Writing
  - ⇒ Use Plain English
  - ⇒ Active Voice Versus Passive Voice
  - ⇒ Bullet Points
  - ⇒ Constructing Readable Sentences
  - ⇒ Paragraph Construction
  - ⇒ The Anatomy of a Paragraph
  - ⇒ Constructing Topic Sentences
- **Email: Today's Letter**
  - ⇒ Common Complaints About Emails
  - ⇒ Getting Out of the Inbox
  - ⇒ Tips for Writing Emails
  - ⇒ Final Check
- **Your Document's Body Language**
  - ⇒ Visual Appeal
  - ⇒ The Document's Road Map
  - ⇒ A Graphic Paints a Thousand Words...
- **Reviewing Your Work**
  - ⇒ The Three Stages of Review
  - ⇒ 10 Tips for Proofreading
- **About Business Letters**
  - ⇒ Fully Blocked Letter Style
  - ⇒ Parts of a Letter
  - ⇒ Interesting Openings
  - ⇒ Effective Closings
  - ⇒ Letter Formats
- **Getting Your Reports Read**
  - ⇒ Parts of a Report
  - ⇒ Gathering Your Information
  - ⇒ Executive Summary

## Registration Form

<b>Course</b>	<b>Business Writing</b>
<b>Delegate</b>	Name:
	Phone/Mobile:
	Email:
<b>Manager</b>	Name:
	Phone/Mobile:
	Email:
<b>Company</b>	Company Name:
	Address:
	State/Post Code:
	Authorising Exec Name:
	Signature:
	Phone/Mobile:

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