

Business Writing - How to Write Clearly and Communicate Better

Course Overview

FOR: Management and staff who want to write highly effective business communications.

COURSE OBJECTIVES:

In this age of mass information and communication, being able to write clearly is fundamental to business success. The participants are shown how to avoid common writing pitfalls. The course covers the three stage writing process and principles of effective writing. Written exercises are used to build writing skills. Guidelines are provided for letters, memos, reports and email.

CONTENT:

Formatting Your Thoughts – define your central purpose and message.

Write for Your Reader – make your document reader-friendly. Learn how to organise your material in a way that helps the reader grasp important information early and to navigate through the document easily.

Getting Your Message Across – write stronger sentences which are direct and more likely to get results. Use positive wording and eliminate negative triggers.

Manage Your Tone – four factors which help define the tone of your writing.

Eliminate the Deadwood – cut out wordiness and jargon which may confuse the reader. Learn how to write clearly and concisely by using concrete language and streamlining.

Get the Basics Right – layout, sentence structure, punctuation, grammar.

Starting Strong, Finishing Well – a twelve point check list to ensure the overall presentation of your document is professional, that you have managed the message and made your desired outcomes clear.

Course is 1 day – start 9.00am, finish 4.00pm

Fee: \$525+GST per person

Course dates for Auckland during 2012:

03 April, 15 August

- **This course is limited to 10 participants. Early registration is vital.**

We can present this course in-house for you and tailor the content to meet your learning & development objectives. We also provide one-on-one coaching for business writing.

PRELIMINARY BOOKING FORM

Print this form, complete it and authorise where indicated. Please write clearly.

Then return to us by fax to: (+64 9) 360 2180 or email to admin@innovativetraining.co

Name of Attendee: _____ Position: _____

Phone Number: _____ Email: _____

Company/Organisation: _____

Postal Address: _____

Please tick which course you would like to attend or your staff member to attend:

- | | |
|---|---|
| <input type="checkbox"/> Developing the Leader in You | <input type="checkbox"/> Handling Stress and Coping with Pressure |
| <input type="checkbox"/> Time Management for Managers | <input type="checkbox"/> Dealing with Difficult People and Situations |
| <input type="checkbox"/> Business Writing | <input type="checkbox"/> The Exceptional Secretary |
| <input type="checkbox"/> Presentation Skills - Fundamentals of Presenting | <input type="checkbox"/> The Exceptional Personal Assistant |
| <input type="checkbox"/> Presentation Skills - Dynamic Presentations | <input type="checkbox"/> Excellent Frontline Customer Service |

Course Date: _____ Course Fee: _____

Which parts of the course are of particular interest? (Refer to course outline)

This is a Preliminary Booking form which does not guarantee a position on the course. On receiving this form, we will let you know if there are still positions available. Then we will send an invoice and course location details, start time, finish time etc.

Cancellations, Refunds, Transfers

Please read the following statement before authorising this booking:

"I have read the course outline and accept responsibility for the relevance of the content. I understand that no refund will be made for cancellations received within 10 working days of course date and that notice to cancel is to be given in writing. I understand that if the person booked cannot attend, another staff member can take their place, and that, in the event that the course does not run, a full refund applies."

Authorising signature: _____ Name & Title: _____

Contact phone: _____ Email: _____