

Effective Business Writing

Document Mediums

- Letters, memos, emails

Understanding the Message

- Good news and bad news
- Letters of complaint
- Responses to complaints
- Letters to inform or to persuade

Planning & Writing a First Draft

- Defining the purpose
- Identifying the audience
- Understanding the context
- Constructing a framework

Principles of Communication

- Voice and tone
- Modern business language
- Structure
- Evidence
- Write to express not to impress

Effective Writing

- Effective sentences and paragraphs
- Use of punctuation and grammar

Layout and Design

- Sample layouts of various document mediums

Appendices

e: info@trustedlearning.com.au
w: www.trustedlearning.com.au
t: 1300 48 7878

1300 4 TRUST

Microsoft
CERTIFIED
Partner

Learning Solutions

Duration:

1 day course

Audience:

Equally useful to executives and support staff, it shows how to:

- write clearly and succinctly and with impact
- rid writing of jargon
- organise material effectively
- avoid errors in spelling, grammar, and usage
- enhance document presentation

Prerequisite Skills:

Inclusions:

- » Comprehensive, step-by-step Training manual
- » Lunch & Refreshments
- » Free email support

