

# EFFECTIVE BUSINESS WRITING: BACK TO BASICS

The success of any business or organisation is increasingly reliant on the communication skills of its members. Effective business writing is an important component of those skills and one that will contribute to improved workplace efficiency and productivity.

This course is designed to equip participants with the knowledge and skills required to write clear, concise and effective business documents including emails, letters and reports. Participants will gain, through learning and practical exercises, the competence and confidence to develop effective business writing skills.

## COURSE AGENDA

### PART 1: Principles of effective writing

- What is good writing and why is it important
- The Principles: clarity; conciseness; style
- Common mistakes
- Language: use of plain English
- Sentence and paragraph construction
- Grammar and punctuation
- Conventions of good writing

### PART 2: Planning, drafting and editing

- The importance of planning before writing
- Planning techniques
- Organising information and ideas
- Key features of effective outlines
- Writing styles: professional versus personal
- Formatting: fonts, headings and bullets
- Proofreading

## COURSE DETAILS

Delivery duration	1 day course.
Delivery style	Face-to-face workshop facilitated by an Accrete team member including: presentation, facilitated discussion and practical activities.
Location	Venue to be provided by the client.
Cost	\$2,640 per day, regardless of participant numbers. Course materials are provided by Accrete at a cost of \$25 per participant.
Participant numbers	Maximum: 25
Tailored option	Yes. Please contact us to speak with a facilitator. To provide a tailored course we will generally meet with you to discuss your needs, the specific outcomes you are seeking, and to identify any relevant policies or procedures that should be referred to during the workshop.  Tailoring of workshops incurs a development cost. Our facilitators will be able to provide you with a quote for these costs once the range of required tailoring has been determined.

November, 2018