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| Objectives of program | <p>Business Writing – The Basics aims to improve your writing productivity and effectiveness.</p> <p>This workshop focuses on increasing writing confidence, planning and structuring, and gaining greater clarity in the writing of letters and emails.</p> |
| Content of program | <ul style="list-style-type: none">• pre- and post-program self assessment• purpose and readability• Plain English, active and passive voice, grammar• Mind Mapping for document planning• image, padding and punctuation• structure and layout, including Front-Focus• effective business writing—value to the reader• business letters• emails• evaluation and self editing of documents |
| Target Audience | <p>Anyone who does some business writing but is not required to specialise – the ‘toolkit’ for business writing.</p> |
| Delivery of program | <p>This is an interactive workshop delivered by Training People’s senior business writing facilitators. It uses practical exercises, discussions and case studies. Self and peer group review and assessment are important parts of the program.</p> |
| Outcomes of program | <p>Having completed Business Writing – The Basics you will be able to:</p> <ul style="list-style-type: none">• establish your writing purpose and use the most appropriate structure and layout for letters and emails• using Plain English, write in a way that is clearer and more meaningful to readers• understand active and passive voice• write with greater confidence• present information in clear and concise language• convey the right image for your organisation• reduce document turnaround times• evaluate and self edit your documents |
| Duration | <p>1 day</p> |