

Business Writing - Writing Clearly & Communicating Better

In business, being able to write clearly and get your message across is a fundamental skill. Are you fully confident in your writing skills? Would you like to know how to connect with your reader and avoid common writing pitfalls?

Course Structure

This course will tell you everything you need to know on how to connect with your reader, and get your message across in a clear and concise way.

Getting Started

- › Formatting your thoughts - how to define your central purpose and message.
- › Too much material and don't know where to start? Learn how to overcome writer's block.

Writing for Your Reader

- › How to ensure your document is reader-friendly.
- › 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

- › Get practical insights into how to structure your message so that you get results/response you are looking for.
- › How to enhance your message through positive wording and eliminating negative triggers.

Managing Your Tone

- › How to hold the reader's attention and maximise the impact of your message.
- › Learn the four key factors which help define the tone of your writing.

Streamlining Your Communication

- › Learn how to reduce wordiness and jargon which may confuse the reader.
- › Gain the skills to write clearly and concisely by using concrete language.

Getting the Basics Right

- › Understand the core principals of layout and sentence structure.
- › Learn the fundamentals of punctuation and grammar.
- › Keep it simple, write in plain English and terms your reader will understand.

Pulling it All Together

- › A twelve point check-list to ensure the overall presentation of your business communication is professional, that you have managed the message and made your desired outcomes clear.

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Course Nuts and Bolts

Course Dates:	Please refer to our website for upcoming dates www.innovativetraining.co.nz
Investment:	Standard Fee: \$625 + GST Early Bird Fee: \$575 + GST
Duration:	A full day course, starting at 9.00am and concluding at 4.00pm.
Location:	Registered course attendees will be provided with full venue details.
Limited Numbers:	Courses are limited to 10 participants. Please register early to avoid disappointment.
Inclusions:	Highly experienced trainer, a comprehensive manual, ITS Certificate of Achievement, lunch and refreshments.

Further Information

In this age of mass communication and information overload, being able to write clearly is fundamental to business success. Crucial decisions may depend on how you write emails, memos, letters and reports.

Information overload and time-challenges have impacted on how people deal with correspondence. Now they have no time to read everything, it's just 'skim & scan'. This shift in how people deal with written communication means you need to understand how to construct your correspondence so it's actually read.

Would you like to feel fully confident in your writing skills? Would you like to know how to connect with your reader and avoid common writing pitfalls?

Innovative Training Services 'Business Writing Course' takes you through a step-by-step process which will ensure your correspondence is professional, reader-friendly, clear and concise. Written exercises are used to build writing skills with guidelines shared for composing emails, letters, memos and reports. You will gain confidence and structure to your business communications.

This practical one-day course is designed for management and staff who want to be effective communicators and write business communications which is actually read.

Please Note

We can facilitate this course in-house for your business and customise the content to suit your requirements. To discuss your needs, get-in-touch by email: enquiry@innovativetraining.co.nz or call us +64 9 360 3252.