

Business Writing Skills



ABOUT THE COURSE

It would be easy to assume that writing business information is simple.

After all, most people studied English at school, know how to spell and can string sentences together.

They are confident writers, until one day they need to write a work instruction, user guide, operational procedure or other type of business document.

This course teaches you the foundations on which to become a successful business writer. It includes such topics as:

1. Principles of good communication
2. How to choose the right words
3. How to construct a clear sentence
4. Everything you always wanted to know about style



FEATURES

- Small groups (max 8, usually 4-5) with opportunity to discuss examples from your documents.
- Includes a detailed manual with additional readings and reference lists.
- Helpful for writers without formal training who need instruction in some areas of the business writing process or a general refresher.

WHO SHOULD ATTEND

- Someone who has landed in a business writing job because of their subject knowledge and experience.
- New or intermediate writers seeking a solid grounding in the art of business writing.

Consider the communication task

Take command of your sentences

Simplify the complex

Avoid confusing your readers

To book or for more information email us at info@techwriter.com.au. See our website www.techwriter.com.au for details of all our courses and scheduled dates.

Learn how to avoid ambiguous statements such as

Red tape holds up new bridge

WHAT YOU WILL LEARN

After doing this course you will be able to write with confidence, producing clear messages with carefully chosen words and strongly constructed sentences.

Skills you will gain include how to:

- Establish a clear writing style by
 - Selecting appropriate words
 - Identifying and eliminating weak words, such as passive verbs
 - Conducting a readability analysis
- Write effectively by
 - Understanding sentence structure
 - Arranging sentences logically
 - Using parallel construction
 - Applying punctuation correctly
- Achieve consistency by following a style guide.

Extras

- The 10 most common problems in business writing
- Words and phrases to avoid

and much more...

Did you know most professionals spend up to 50% of their time writing?

Maximise that time plus the other 50% by attending this course, learning the principles of clear writing, and never being asked by your readers “What does that mean?”!

PRESENTERS

The course may involve one or more of the following presenters, depending on the course requirements.

Jill Nicholson is an experienced technical and business communicator who lectured for many years at the University of Technology, Sydney. She now presents technical and business communication courses to Government Departments and to the private sector in Australia, New Zealand, the USA, and Singapore; and writes and edits a variety of documents for business clients.

Melissa Brett has worked for more than 20 years as a writer, editor and proofreader. She has a Certificate IV in Training and Assessment, and experience teaching both software and writing skills. She currently writes and edits technical and business documents for a number of clients.

Lyneve Rappell is an accomplished editor who has worked on published books, general guides, brochures and more. She has also taught English in Japan and was a Learning Skills lecturer at the University of Western Sydney.