

Business Writing That Works

For those who must write as part of their job, being able to write well is a real career boost. Learn how to capture your thoughts on paper so they are strong and persuasive, but at the same time clear, concise, complete, and correct.



We can think about writing either as a process or as a product. If we can think of it as a process, then by changing the way we go about writing, we can change the finished product. While participants will still be aiming to turn out a good product, their sense of satisfaction will arise partly from a greater appreciation of the process by which they get there. **This two-day workshop** will concentrate on the nitty-gritty details that writers have to contend with, and give them some practical advice on making the job less difficult. They will also have opportunity to discuss their writing problems and share solutions with others in the workshop.

How You Will Benefit

At the end of the workshop you will be able to:

- Have a better grasp of the basics of writing—that is, better appreciate the grammar, spelling, punctuation and sentence structure required for writing correctly
- Practice the ability to write concisely and clearly, so that the reader will grasp quickly the message of the written material
- Learn the process of gathering material, putting it in a format that addresses the points under discussion, and bringing closure to the situation, through recommendations or next steps
- Develop a writing style in keeping with that used by experienced writers

What You Will Cover

- The Four C's
- Active vs. passive voice
- Punctuation tips
- Sentence and paragraph structure
- Writing business letters
- Writing reports and memos
- Inclusive language
- Spelling and proofreading
- E-mail etiquette

What's Included?

- Instruction by an expert facilitator
- Small interactive classes
- Specialised manual and course materials

YES! Enrol me now!
REGISTRATION FORM
Business Writing That Works

Participant's name:	_____	Position:	_____
Organisation:	_____		
Work Address:	_____		
Phone:	_____	Email:	_____
Credit card type: MasterCard / Visa Only			
Name on card:	_____	Amount:	_____
Credit Card Number	_____	Expiry Date	_____
Signature	_____		

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