Business Writing Skills

Course Outline

The Business Writing Skills program is facilitated according to the six C's of effective writing: Clarity, Correctness, Conciseness, Coherence, Completeness and Consideration. The program is structured into modules that allow us to be flexible in meeting the skills needs and specified time frame of the participants.

Course Objectives

At the completion of this course, participants should be able to:

- Plan the structure of a document to ensure correct information flow
- Choose appropriate words for the type of document
- Write crisp, clear sentences
- Produce concise letters, memos and reports
- Adjust writing style to suit the requirements of the topic and the reader

Course Content

- Business correspondence today
- Projecting company and personal images through your writing
- Attitude check – What does business writing mean to you?
- Building better customer relationships through correspondence
- Writing for a purpose
- Getting to the point of what you want to say
- Forging a bond between writer and reader
- Planning your response to customer letters
- Overcoming writer's block – where do I begin?
- Principles of clear writing
- Considering different types and styles of correspondence
- Laying out your document
- Improving logic, order and structure
- Putting ideas together – tips and techniques
- Developing your own style
- Using creative openers and enders

Target Market

People who want to improve or refresh their writing skills. This program is relevant to those new to writing business letters and memoranda, and for those who have experience and are looking to fine-tune their skills.

Tutor Profile

Stacey Flanagan

Stacey has extensive experience in designing and facilitating communications skills programs. Stacey has a Bachelor of Arts/Psychology and has completed further studies in Professional Writing and Editing and Training and Assessment Systems.