

BUSINESS WRITING TRAINING - 2018

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Professional
Writing in
Today's Workplace



COURSE LENGTH: 1.0 DAYS

When creating written communications in the workplace, it is essential that the details of the communication be correct, while the basic layout of the document is appropriate, and the ideas are presented logically and effectively.

The PD Training Business Essentials Writing course teaches participants how to assure the effectiveness of any type of business writing, whether its reports, proposals and even emails, and ensures documents these are written using the correct sentence structure, grammar and formatting.

Participants will learn key business writing skills like planning the document content, writing for the reader, conversational styles, the use or avoidance of industry jargon and multiple types of document styling.

Click on the buttons above to register for a public course or to get a quote for an inhouse/onsite training event at your preferred location.

Professional Business Writing training is great for all staff and more fun than you think. Attend a course today or have a trainer come to your workplace in Auckland, Christchurch or Wellington.

Contact us today for a [group quote](#) or register now into the next [public course date](#).

BUSINESS WRITING TRAINING - 2018 COURSE OUTLINE

FOREWORD

Writing is a key method of communication in personal and professional life, and for many it is a skill that requires focus, training and practice. In this Professional Business Writing Training Course participants will start by refreshing some fundamentals such as spelling, grammar and punctuation.

You will also learn how to approach the planning and preferred layout options for some of the most common business documents including emails, business letters, proposals, reports and agendas; providing that extra level of professionalism for internal and external communications.

This is followed by some great tips and techniques for editing, proofreading and getting 360 degree feedback and input from the team. Lastly you'll learn best practice tips for printing and publishing your documents. Don't create another stale business document, so register today and get started on your next writing project with creative confidence.

OUTCOMES

In this course participants will:

- ▶ Understand and apply the six principles of good writing
- ▶ Clearly define the purpose of your writing
- ▶ Understand how your personal style influences your writing
- ▶ Learn to write for a broad audience
- ▶ Understand how to plan your writing
- ▶ Explore the essential elements of language structure and grammar using plain English
- ▶ Learn how to write concisely and persuasively to convey emotion and meaning
- ▶ Understand the importance of editing and proof reading

MODULES

Lesson 1: Writing Basics for Professionals

- ▶ Spelling Basics
- ▶ Grammar Basics
- ▶ Building a Quick Reference Guide

Lesson 2: Effective Sentence Structure

- ▶ Sentence Structure Explained
- ▶ Punctuation Explained
- ▶ Sentence Variations

Lesson 3: Powerful Paragraphs

- ▶ Parts of a Paragraph
- ▶ Organisation Techniques
- ▶ Paragraph Transition

Lesson 4: Business Meeting Agendas

- ▶ Basic Format Explained
- ▶ Choose Best Structure
- ▶ Write the Meeting Agenda

Lesson 5: Professional Email Etiquette

- ▶ Addressing Your Message
- ▶ Appropriate Use of 'Urgent' Flags
- ▶ Introduction – Body – Conclusion
- ▶ Write Descriptive Subject Lines
- ▶ Don't Make Them Scroll!
- ▶ Don't make Them Translate
- ▶ Don't Use Redundant Wording
- ▶ Readable Paragraphs
- ▶ Salutations Explained
- ▶ Auto Signature
- ▶ Corporate Communications Taglines
- ▶ Using 'Draft' Feature
- ▶ Using 'Time Delays'
- ▶ Grammar and Acronyms
- ▶ Email Style
- ▶ Choosing a Style
- ▶ Writing the Email

Lesson 6: Writing Professional Business Letters

- ▶ Business Letter Structure
- ▶ Use Proper Spacing
- ▶ Formatting and Layout
- ▶ Write the Business Letter

Lesson 7: Business Proposals

- ▶ Proposal Structures
- ▶ Key Elements to Effective Proposals
- ▶ Information Not Required

Lesson 8: Business Reports

- ▶ Various Reports Structure
- ▶ Key Elements of a Useful Report
- ▶ Tables, Graphs and Images
- ▶ Avoid Common Errors

Lesson 9: Various Other Business Documents

- ▶ Requests for Proposals
- ▶ Projections
- ▶ Executive Summaries
- ▶ Business Cases

Lesson 10: Proofreading and Editing

- ▶ Proofreading Techniques
- ▶ Using Peer Reviews
- ▶ Printing and Publishing Tips

WEB LINKS

- ▶ [View this course online](#)
- ▶ [In-house Training Instant Quote](#)