

program outline

Business Writing



Objectives:

- Understand how to write for and connect with different audiences
- Trim fat from writing
- Communicate clearly
- Avoid common misunderstandings
- Write e-mails that get attention and action
- Create professional and correct e-mails and messages

Content:

- Getting to the point
- Trim the fat
- Business writing formats – e-mail, letter, memos, reports
- Verbal vs. written communications
- Powerful writing structures
- The People Factor
- Personality Preferences
- Establishing Rapport
- How to Connect and Engage
- E-mail Etiquette
- E-mail Language and Layout
- The most important controls on your computer keyboard
- Tips and Traps
- Proofreading Techniques
- Avoiding Grammar Glitches and Punctuation Potholes
- Checking and Rewriting
- Action Steps to improve business writing in your organisation

Outcomes:

After a talkforce Business Writing workshop, participants will have the tools and techniques to:

- Communicate more powerfully, persuasively and confidently
- Save time with internal management by making internal communications easier to understand and act on
- Build greater rapport, trust and credibility with a wide range of internal and external audiences
- Use the power and avoid the pitfalls of e-mail
- Project professionalism and dependability.

We customise and tailor to your specific requirements. For more information please call us on 9844 2999 or e-mail talkforce@talkforce.com.au.