

# Business Writing Essentials



## Overview:

The ability to write clearly and effectively is a critical business skill. Learn to plan, organise and structure business communication. Through practical application of writing and editing, participants will learn to write clear, readable documents.



## Benefits of completing this course:

- Adjust writing style to suit the requirements of the topic and the reader
- Plan, draft, sequence and structure written communications
- Choose appropriate words for the type of document
- Write crisp, clear sentences



## Audience:

This course is suitable for people wanting to improve their writing skills for work documents.



## Learning Outcomes:

- Plan the structure of a document to ensure correct information flow
- Produce concise letters, memos, emails and reports
- Review and proofread written communications for appropriate style, correct and appropriate language
- Review written communications for sequence structure, and readability
- Write communications in the style required by your workplace and appropriate for your audience.



## Delivery:

Workshop



## Course duration:

1 day



## Certificate:

Certificate of Attendance



## Competencies:

- Planning and structure
- Composition
- Grammar
- Voice and Tone

### Delivery Options



Public Schedule



Live-Online



Group Training



In-house

### To book this course:

Call: **1300-2GO-CTS**

Web: [www.ctstraining.com.au](http://www.ctstraining.com.au)

Email: [info@ctstraining.com.au](mailto:info@ctstraining.com.au)

### Competencies:

**BSB30107: Certificate III in Business**

*BSBWRT301A- Write Simple Documents*

**BSB40207: Certificate IV in Business**

*BSBWRT401A- Write complex documents*

## Business Writing Essentials

### Topics covered ...



#### Why Write

- Document mediums
  - letters, memos, emails, and general reports
- Reasons for writing
- Message and purpose

#### Understanding the Message

Learn to contextualise the style of writing to support the message being communicated.

- Good news and bad news
- Letters of complaint
- Responses to complaints
- Letters to inform or to persuade

#### Principles of Communication

- Voice and tone
- Modern business language
- Structure
- Evidence
- Write to express, not to impress

#### Effective Writing

In this session participants cover the fundamentals of written communication and practice each in writing exercises.

- The four C's of writing
- Effective sentences and paragraphs
- Use of punctuation and grammar
- Singular or plural
- Making words agree
- Using modifiers
- Guidelines for effective writing

#### Voice

Most people prefer to read writing that is in an active voice as it promotes clarity. This session covers the difference between active and passive voice and considers specific instances where passive voice may be preferable.

- Active and passive voice in writing

#### Planning & Writing a First Draft

- Defining the purpose
- Identifying the audience
- Understanding the context
- Format
- Supporting evidence
- Constructing a framework
- Mapping
- Using plain English and eliminating wordiness

#### Sentences and Paragraphs

- Sentences
  - Simple
  - Compound
  - Complex
- Using paragraphs
- Readability index
- Punctuation

#### Layout and Design

In this session, you will review work related documents and evaluate and edit the content.

- Sample layouts of various document mediums
- Writing business letters
- Writing to inform
- Writing to persuade
- Writing to deliver good news
- Writing to deliver bad news
- Letters of complaint
- Responding to a complaint
- Email etiquette
- Briefing notes

#### Guidelines to proofing

Proof reading is essential. This session helps participants to identify common spelling errors and provides practical proof reading skills.

- General tips in proofing and editing

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