

Business Writing Skills



Duration

1 day

Group Size

Maximum 12 participants

Who Should Attend

Business Professionals

Program Outcomes

- Win the business over competitors with compelling proposals
- Create impact with your readers and therefore achieve your objectives
- Engage readers strongly, enabling your writing to influence their thinking
- Improve personal and organisational brand and reputation through the ability of personnel to deliver with impact
- Reach the recipients of your writing with an approach that suits their style.
- Give a strong impression of the professionalism of your organisation through your business writing

Business Challenge

With the rise of electronic communication in the workplace of the last decade, there is increased pressure on business to give a strong professional and impactful impression through writing.

“Employers say workers need help – a majority of US employers say about one third of workers do not meet the writing requirements of their position”,
Associated Press, September 2004.

If writing is more efficient and of higher quality; if employees are more confident with their writing; if readers can better understand the documents ... ***then productivity rises.***

Program Overview

This Business Writing Skills program is suitable for those individuals who are responsible for writing business plans or reports, or preparing persuasive documents such as proposals or marketing materials.

The program addresses the key areas of effective written communication to assist the writer to prepare clear, concise and professional business documentation.

"Interactive, very informative, most things you already know but aren't aware of, is now in the forefront of mind."

*Analyst
Investment Bank*

"The Synergy Group's workshops are very enlightening and often life changing. Well done!"

*Relationship Manager
Top 4 Bank*

More Information

02 9238 6633

info@thesynergygroup.com.au

Key Components

- Principles of Business Writing – The Vital 5 steps
- Business writing etiquette and types of writing
- Understanding the reader and their information needs
- Different styles for different applications
- Objective setting and defining purpose of your document
- Organising and structuring your document
- Writing in plain English
- Spelling, grammar and sentence length
- Developing and tailoring key messages
- Designing and utilising writing templates
- Proofreading and editing documents for impact

Research & Approach

This program was developed by our communication practitioner with more than 20 years experience in the field, across executive, business and government communication. The program content is updated regularly to ensure the strategies and skills keep pace with best practice written communication.

The program approach enables participants to prepare 'typical' documents to discuss, develop and edit during the workshop setting. The pragmatic exercises are completed in order to assist participants apply the key principles of business writing.

The Results

As a result of attending this program, business professionals will be equipped to:

- Create concise business documentation, both formal and informal
- Develop structured business documents to influence the reader to take action on recommendations
- Write in an appropriate style, taking into account business differences and requirements