

business writing skills

fmi course number: CM07

Duration
1 day

.....course overview

Whether you have to write a short email or a detailed business report the principles of effective business writing will help you sharpen your message in a way that informs and persuades. In this very practical course participants learn to plan, draft and evaluate their writing in an organised and structured way to achieve the results they aim for. A very practical small group course and participants are encouraged to bring along draft samples of communication they may wish to develop during the course.



.....key content

- . The value of effective business writing for yourself, your organisation and your customers
- . Setting realistic goals: informing and persuading
- . How to plan an effective written communication – practical exercises
- . Preparing information that adds value to the presentation
- . Clarity and conciseness in writing
- . Setting the right tone and style
- . Writing effectively – strategies, tips and hints for informing, persuading and developing rapport
- . Time-saving tips on using standard formats
- . Writing effectively – practice and review sessions
- . Evaluating your own written communication
- . Personal action plan for development as a writer of business communications

.....what objectives can I achieve?

1. Set objectives for a written communication that informs and persuades
2. Plan an effective written communication
3. Prepare information that aids the written communication
4. Draft the written communication to meet your objectives
5. Evaluate your written communication to make improvements



Who this course is useful for

All people who wish to increase their ability to write effective business communications as part of their role at work

Resources for this Course

A **Learning Guide** is provided for this course. It contains notes and can be used for participant's own notes.

Assessment

There is no formal assessment for this course.

Dates and locations

Course Dates: Sydney

For dates please see FMI Public Course Calendar at www.frontlinemanagementinstitute.com.au

Time: 9am to 4.45pm

Location is close to Sydney CBD. You will be advised of the exact location by email one week prior to commencement.

Fees

For fees please see FMI Public Course Calendar at www.frontlinemanagementinstitute.com.au

Corporate Versions of this Course

This course can be tailored for corporate requirements as an in-house course.

Booking

To book, phone +612 9660 0199

Email fmi to find out how we can help you:
fmi@managementcando.com

Contact frontline management institute

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Location & Post

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