

Effective Written Communication



Most people think it's easy to communicate in writing. After all, most people studied English at school, know how to spell and can string sentences together.

They are confident writers, until one day they need to write a request, a report, an operational procedure, work instruction or other type of business communication.

Where do you start? What sort of language do you use? How can you be sure that you've achieved quality? How can you save time and minimise costs?

This 2-day course teaches you how to:

- write a range of communications that are easy to use and contain clear, consistent, concise language
- write emails that obtain the desired response and either
- write reports and winning proposals that provide conclusions and recommendations or
- write policies and procedures that people actually use.

We offer 2 versions of the course so that you can work on examples that are most relevant to your needs.



BENEFITS

- Participants become more productive while producing communication that is clear, concise and consistent
- Instructor-led to provide guidance and feedback
- Flexible delivery options:
 - can be completed as 2 individual days
 - customised for your company on your premises
 - virtual or classroom.

WHO SHOULD ATTEND?

Effective Written Communication is particularly appropriate for anyone who needs to write as part of their work.

**“Good writing is clear thinking made visible”
– Bill Wheeler**

For more information email us at enquiries@techwriter.com.au. See our website techwriter.com.au/business-writing-training for course details.

WHAT YOU WILL LEARN

After completing this course, you will have a stronger understanding of the entire writing process. It includes topics such as how to:

- really understand your audience
- plan your document to meet your audience needs
- choose the right words and write clear concise sentences
- structure communication for optimal results
- use MS Office tools to enhance productivity.

Skills and tools you gain on the course include how to:

- establish a clear writing style by
 - selecting appropriate words
 - identifying and eliminating weak words, such as passive verbs
 - conducting a readability analysis
- plan your document by
 - performing an audience and task analysis
 - organising your information
 - selecting the best presentation method
- write well-constructed content by
 - writing sentences that are the right length and that contain no unnecessary words
 - starting, ending and sequencing paragraphs logically
- present your content in the optimal manner.

FOCUS AREAS

Writing Compelling Business Communications covers the production of business documents such as technical reports, business cases, minutes, Board reports and training materials.

or

Writing Successful Policies and Procedures focuses on the techniques for writing policies, processes and procedures.

HANDS-ON WORKSHOPS

The course comprises group workshops that cover written communication theory, introduce essential skills and provide relevant hands-on practice and discussion. You work on a case study and use real examples for practice.

The workshops are best held over two consecutive weeks. This allows you to practice immediately after the first session and raise any questions and issues at the next workshop.

PRESENTERS

The course may involve one or more of the following presenters, depending on the course requirements and location.

Julie Buis is a senior facilitator who has a wealth of experience in the engineering and industrial sectors. Her roles included production supervisor and technical training officer. More recently she has focused on instructional design, training delivery, technical writing and documentation consulting.

Rosalind Thieme is a senior facilitator whose roles have included instructional designer, project manager and document writer especially in the government sector. She has a lifelong interest in techniques to optimise learning in the workplace. Her accreditations include instructor in the Information Mapping® Methodology, facilitation in Buzan Licensed Mind Mapping and Team Management Profile.

Elizabeth Abbott is the business owner who draws on her industry experience to design, pilot and deliver the bespoke courses as well as the off-the-shelf offering. She has particular experience in the financial services sector where she worked in customer service, quality and internal audit.

NEED UPSKILLING? The following workshops are designed to develop additional skills

Writing *Great Summaries* Writing *Persuasive Arguments* Improving *Existing Documents*