

Business Writing – Creating Reader Friendly Documents

Course Overview - Full Day

This comprehensive course is designed for management and staff who want to write business communications which are reader friendly and understood.

Information overload and time-challenges have impacted on how people deal with all correspondence. There is insufficient time to read everything, it's just 'scan & skim'. This is a major shift in how people deal with emails and other forms of written communication.

This course will cover everything you need to know on how to connect with your reader and get your message across so that it's clear, concise, and understood. It provides a framework through which you can improve your emails, reports and proposals.

Course Structure

Getting Started

Too much to cover and don't know where to start? Learn how to focus your thoughts by defining your central purpose and message.

Writing for Your Reader

Who will be reading this? How to ensure your document is reader-friendly and organise your material in a way that helps the reader navigate through the document easily.

Getting Your Message Across

Enhance your message through positive wording and eliminating negative word triggers. Practical sentence guidelines which are more likely to get results.

Managing Your Tone

Why is tone important? How to hold the reader's attention and maximise your message. Learn the four key factors which help define the tone of your writing.

Streamlining Your Communication

Learn how to reduce wordiness and jargon which may confuse the reader or create miscommunication. Write clearly and concisely by using concrete language.

Getting the Basics Right

Core principals of layout, sentence structure, fundamentals of punctuation and grammar. How to keep it simple, write in plain English and in terms your reader will understand.

Pulling it All Together

A twelve-point checklist to ensure the overall presentation of all your business communications are professional, that you have managed the message and made your desired outcomes clear.

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Course Dates & Prices

Course Dates:	Please refer to our website for upcoming dates innovativetraining.co.nz
Investment:	Standard Fee: \$650 + GST Early Bird Fee: \$595 + GST
Duration:	A full day course, starting at 9.00am and concluding at 4.00pm.
Location:	Registered course attendees will be provided with full venue details.
Limited Numbers:	Courses are limited to 10 participants. Please register early to avoid disappointment.
Inclusions:	Highly experienced trainer, a comprehensive manual, ITS Certificate of Achievement, lunch and refreshments.

Training Outcomes

- › Writes business communications which are easily read and understood.
- › Adapts writing style and message structure to suit the reader.
- › Writes in a clear and concise manner. Cuts out wordiness and jargon.
- › Engages the reader by considering: the Who/the Why/the What of the message.
- › Keeps it simple. Uses plain English to minimise confusion and miscommunication.
- › Understands the importance of tone and message management.
- › Manages email folders and cuts down on unnecessary email traffic.
- › Proof-reads before hitting 'send' to ensure emails are reader friendly.
- › Produces a 3-week Action Plan to apply training in real-worktime.

Please Note

We can facilitate this course in-house for your business and customise the content to suit your requirements. To discuss your needs, get-in-touch by email: enquiry@innovativetraining.co.nz or call us 0800 545456.