ILT

1 DAY

PERSUADE – Business Writing Skills

Designed for all those that write formally or informally as part of their business interactions.

Business writing has changed over the last 20 years but many continue to write using long phrases, jargon and passive language. The 'business-ease' that was once the hallmark of business writing in the past has seen its day. In business writing, less is now most certainly more.

In our modern information age, we are bombarded with data in visual form. We have learnt to read in 'bytes' of information; short pieces that are easily digestible and which gets to the point quickly.

COURSE CONTENT

Adjusting Self
Reader Analysis
Clarity & Tone
Punctuation & Grammar
Active Voice & Persuasion
Purpose & Structure
Email Etiquette
Online Tools to Assist You

COURSE OUTCOMES

- Recognize your personal writing preference

- Understand how to write to readers with opposite reading preferences to you

- Understand writing as a part of the reading process

- Re-learn the basics of punctuation and grammar

- Begin to write in an active voice – a more persuasive and concise way of writing

- Learn how to overcome writer's block

- Use the TIA Communication Planner to save time

- Create documents that result in action

- Use a 'mind-map' to help plan your writing

- Be better able to edit and evaluate your work

- Understand the basics of report format

- Executive summary writing in a nutshell

- Create documents that persuade clients to take action

TARGET AUDIENCE

Anyone writing formally or informally as part of their business interactions.

DURATION

One day

DELIVERY

Instructor Led Training (ILT)