



# Business Writing Power<sup>®</sup>

## Professional Development Seminar

### LEARNING OUTCOMES

- **UPDATE AND IMPROVE YOUR BUSINESS WRITING SKILLS FOR MORE EFFECTIVE AND PERSUASIVE E-MAILS, MEMOS, LETTERS AND REPORTS**
- **ORGANISE YOUR DOCUMENTS WITH YOUR READERS NEEDS IN MIND**
- **CREATE READER-FRIENDLY LAYOUTS TO HIGHLIGHT IMPORTANT INFORMATION**
- **CRAFT SENTENCES THAT GET AND HOLD YOUR READERS ATTENTION**
- **EDIT YOUR WRITING FOR CLARITY AND EASE OF READING**



Most professional people spend thousands of hours every year writing and composing a variety of documentation to effectively perform their work. So imagine being able to write in such a way that your writing stands out, gets your readers' attention and inspires them to take action.

Simply put, good business writing gets read and get results. Creating a good impression with your writing is the first way to demonstrate professionalism.

Research suggests that most people in the workplace spend very little or no time learning how to write more effectively. In fact, nearly four out of five people admit they're not really that confident when writing reports, memos or business material.

Just think about the impact on your work if your people could express themselves more clearly in their writing. The one-day Business Writing Power<sup>®</sup> program will teach participants the secrets to writing business documents effectively and efficiently. Participants are able to put their thoughts into written words quickly and easily, confident that their message will be crystal-clear and your documents will have impact!

Packed with great new ideas, tips, insights and easy-to-remember writing and grammar techniques, this seminar is essential if it involves communicating using the written (or electronic) word.

Whether your participants prepare formal business reports, need to proofread business letters, send e-mails to customers, or post quick memos to colleagues or managers, the skills they'll learn will add a "professional image" to what they write! By the end of this program they'll have the tools and techniques to be able to write better letters, reports, email and other correspondence easier and of course with greater accuracy and purpose.

- ✓ Discover proven techniques to communicate clearly.
- ✓ Develop an impressive business writing style.
- ✓ Avoid the common mistakes of most business writing.
- ✓ Create documents (including email) that stand out and get attention.

# Seminar Overview

# What's Included

## SESSION OUTLINE (One-Day Program 8:30 – 5:00pm)

### Module 1

- Why you need to align your writing with the image you want to project
- "Old School" writing methods versus modern writing  
Why the "look" and "sound" of your documents is important

### Module 2

- How to write for your readers
- Persuading your readers.
- Opening your documents  
in a way that gets a reader's attention
- How to structure your writing
- Writing with purpose through process
- The power of words to express, not impress.
- The power of using visuals, white space, and headings
- How to start and stop a document
- Writing "tough" letters when the topics are sensitive

### Module 3

- Using direct, useful verbs
- Keeping sentences short
- Avoiding abstractions and use concrete language.
- Keeping related words together
- How to shift number, tense, voice, subject, or point of view

### Module 4

- Adding graphic elements to support your ideas
- How to use an effective format for proposals and reports
- Learn how to become a good editor
- The keys to successfully editing and proof reading your work



## EACH PARTICIPANT RECEIVES

Each participant receives a professionally produced, training manual and reference material. In addition, participants receive a password to online e-learning and reference material (where they can access audio coaching files, white papers, posters, and other training materials).

## FREE eCOACHING FOR ALL PARTICIPANTS

To help participants implement all they have learnt at this powerful seminar, they'll also receive access to a 6 month e-Coaching program free!

This unique coaching program starts 14 days after the training.



At the comfort of their desk and at a time which suits them, participants enjoy these eCoaching sessions, as they reinforce all that has been learnt at this development program.

## CERTIFICATE OF ACCOMPLISHMENT

Each participant also receives a customised "Certificate of Accomplishment", to be framed and displayed at their office or home.



## CONTACTING US

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