

# Effective business writing

Full Day



Most technically expert people can research facts and recommend actions. However, many find it difficult to present information in an easy-to-read style.

Throughout the day participants apply the techniques to a series of examples. We also spend time discussing how to modify the techniques to suit the specific documents participants write at work.

## Establishing the objective of a document

- What do you need to know about the reader before you start?
- How to make your objective clear to the reader
- Identifying the appropriate tone and formality of a document

## Structuring reports, letters and email

In this session we provide several structures. Effective writers choose the best structure to achieve their objective.

- How to break information into digestible chunks
- The classic '5 P' structure for persuasive reports
- What structures or templates do you use in your organisation?
- The SCRAP structure for logical letters and emails

## What is plain English?

- Plain English: everyday terms for everyday ideas
- How to tailor the language to the knowledge of the reader
- Structuring complex paragraphs so they flow
- How to turn bureaucratic waffle into a personal and professional style of writing

## Adding impact

- How to add life to documents by structuring sentences in the *active voice*
- How present a logical argument
- How to convert tedious nominalisations into vigorous verbs
- Choosing 'visual' words that make abstract ideas clearer for the reader
- The most common clichés - what do they really mean and what are better alternatives?



1300 884 486

training@developingpotential.com.au  
www.developingpotential.com.au



A member of the group<sup>®</sup> of companies

(c) Developing Potential (Australia) Pty Ltd

# Effective business writing

pg 2 of 2



## Conveying the appropriate tone

- How to present a persuasive argument without it sounding like a 'sales pitch'
- Discover simple ways to adjust the 'formality' and tone of your document
- Conquering grammarphobia
- The classic subjective phrases that undermine your credibility
- How to give 'bad news' in a respectful way

## Current business writing conventions

- What are the letter and email writing conventions?
- What are the current punctuation conventions e.g. bullet points?
- How to make documents look readable
- How to structure informal email messages that are still professional



1300 884 486

training@developingpotential.com.au  
www.developingpotential.com.au



A member of the group<sup>®</sup> of companies

(c) Developing Potential (Australia) Pty Ltd