

BUSINESS WRITING COURSE

"Communication is a skill that you can learn. It's like riding a bicycle or typing. If you're willing to work at it, you can rapidly improve the quality of every part of your life."

Brian Tracy



OVERVIEW

This course provides a practical approach to effective business writing skills that enables clear communication and achieves the desired results from the reader.

Whether you have to write a short email or a detailed business report, the principles of effective business writing will help you sharpen your message in a way that informs and persuades. In this very practical course participants learn to plan, draft and evaluate their writing in an organised and structured way to achieve the results they aim for. Participants are encouraged to bring along draft samples of communication they may wish to develop during the course.

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WHO IS THIS COURSE SUITABLE FOR?

This course is designed for people who want to improve their business writing skills to inform and persuade effectively.

SESSION	KEY LEARNING CONTENT
Business writing skills	<ul style="list-style-type: none">- The value of effective professional writing for you and your customers- Focus on desired outcomes for informing and persuading- Practical hints on correctly titling and formatting emails and other documents and making them easy to understand, act upon and file- How to plan an effective written document – practical exercises- Write documents that are concise, clear, avoid abbreviations and jargon and include a “call to action”- Set the right tone and style in documents including applying basics of grammar and punctuation- Write effectively – strategies, tips and hints for informing, persuading and developing rapport- The importance of quickly checking emails, attachments and other documents before sending- Time-saving tips on using standard formats- Personal action plan for further development as a writer of professional documents
Business writing practical application	<ul style="list-style-type: none">- Review and evaluate samples of business writing- Practise business writing

HOW THIS COURSE DRIVES RESULTS

- Raise the standard of written communication with clients and stakeholders
- Create a framework for written communication to ensure team members use clear and consistent language
- Set appropriate tone for written communication sent from the organisation

GROUP DELIVERY OPTIONS:

- 1 day face to face OR
- 4 x 90 sessions delivered via Zoom or other video platform

INDIVIDUAL DELIVERY OPTIONS:

- This course is available as a course by coaching.
Contact FMI for more details

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CUSTOMISED COURSES

FMI is able to design a bespoke training course specifically for your organisation.

FMI's team has extensive experience designing courses and programs for clients across a range of industries and for a range of purposes.



FMI can develop workshops, course materials and activities that are designed to meet your objectives. In addition to tailoring content, FMI can design assessment tools and projects.

These programs can be aligned with role descriptions, performance management systems, capability frameworks and other key learning and development standards and programs that the organisation has in place.

FMI is able to customise the program so that it can be presented as an in-house program with your organisation's branding and specific content such as a graduate entry program. Programs can be delivered by FMI or by someone from within your organisation.

FMI can provide capability overviews for each of the modules for your review. Please contact FMI to discuss which modules are appropriate for your management teams

MORE INFORMATION

Reading an overview is often not enough to make a decision about whether that course or program is suitable for you, your team or organisation. Please contact us to discuss your specific challenges, development needs and strategic initiatives. We can advise you on suitable learning and development solutions, even if it includes courses, programs or services not included in our catalogue.

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ABOUT FMI

The Frontline Management Institute (FMI) uses a practical, work based approach to deliver high quality, engaging and flexible management training and coaching that drives results for managers, their teams and their organisations.

With over 20 years' experience designing and delivering, FMI has helped thousands of managers and leaders to raise their standard of work whilst also ensuring organisations achieve a healthy return on investment. We have worked across many sectors including construction, infrastructure, resources, energy, community, health, consumer products and services, government and public services, financial services, technology, media and communications, transport and logistics. We work with people across a range of levels of experience and seniority including:

- Managers and leaders
- Frontline managers
- Team leaders and supervisors
- New managers
- New supervisors and team leaders
- Teams and team members

ENQUIRIES AND BOOKINGS

For more information please contact our friendly team and we will be happy to discuss with you.

Phone: +61 2 9660 0199

Email: fmi@fmi-au.com



Business Writing Short Course

Frontline Management Institute | Sydney, Australia

www.frontlinemanagementinstitute.com.au

Email: fmi@fmi-au.com | Phone: +61 2 9660 0199