


**STRATEGON**

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## EFFECTIVE BUSINESS WRITING

### Topics Covered

The aim of this workshop is to help you improve your business writing skills so that you can become an even more productive and effective member of your organisation.

### Objectives

- Decide when it is appropriate to put your message in writing
- Adapting your writing to suit the needs of the reader
- Write in plain english so that your information is easy to be understood and acted upon
- Write in a friendly style, with appropriate tone and level of formality
- Set out letters and memos in the currently accepted layout
- Structure your letters and memos to quickly and effectively achieve their purpose
- Write effective reports, using a consistent structure and organising information effectively
- Edit and proofread for quality presentation
- Most importantly - face writing your next business letter, memo or report without any of the worry you may have experienced previously.

### Key Content

- Introducing the techniques involved in quality standards of writing
- Giving self-reflection questions for you to relate points to your own writing
- Providing the opportunity to try out techniques
- Encouraging self-criticism of your work through self evaluation questions
- Giving a checklist of the main points covered
- Understanding the particular difficulties of communicating in writing
- Applying the communication quality standards for their company
- Using links and sign posts
- Formulating a writing strategy
- Achieving clarity through readability
- Proficiency and Professionalism through correctness
- Bringing it all together
- Winning the reader over - the synergy of structure and tone