

## **Business Writing**

*How to write precise, concise and unambiguous business documents*

### **Course benefits:**

We all recognise well-written business communications, but their creation is not a matter of chance. The author must understand the purpose of the communication and the intended audience. They must consider how best to structure and express the content for maximum readability and comprehension.

Good writing communicates. It is easy to read quickly, precise in its use of language, concise in its expression, and unambiguous. A good writer needs to be adept with words but must also consider when communication can be improved by using other devices, such as charts, tables or lists.

No course can guarantee to make someone a good author, but a course can help to improve the effectiveness of business writing by providing a set of easy steps based on generally-accepted good practice. These are not 'cook book' rules however but are intended to guide rather than prescribe a writing style. A series of exercises affords practice in approaches that are usable immediately.

### **Who should attend:**

This course is suitable for anyone who must communicate successfully through the written word, and who originates documents.

### **What you will learn:**

On successful completion of the course, attendees will be able to:

- Apply a step-by-step approach
- Lay out work to achieve best comprehension by the reader
- Use appropriate language and structures
- Write reports and be able to apply correct styles

### **What you will cover:**

- **Getting Started**  
Making writing easier and less painful; why and what to write; knowing your reader and what they need to know; understanding when something will be read, and where; what to include and what to exclude; steps in writing; standards; the importance of drafting and editing; how to structure your documents
- **Appearance and Layout**  
Design and layout; sentences and paragraphs; the importance of appearance; use of charts and diagrams
- **Word Use and Abuse**  
Basic principles; readability; exercise to calculate the readability of sample texts; word choice and meaning; punctuation; summarising text and data
- **Report Writing**  
Reasons for writing a report; generic outlines for reports; steps in report writing; getting over the introduction; presenting complex ideas; using charts and diagrams

Emerge Training and Consultancy. Web site: <http://www.emergetraining.co.uk>  
Tel: 01243 822379

In association with Stehle Associates. Web site <http://www.stehle.co.uk>  
Tel: 0207 917 9943

**How you will learn:**

The course includes discussion and various exercises. Attendees take away copies of their own work for printing and later reference.

**Duration and availability:**

1 day. In-house only.

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