

# BUSINESS WRITING REPORTS, EMAIL & LETTERS

**GOOD BUSINESS WRITING RESTS ON LOGIC, STRUCTURE, AND A REAL RESPECT FOR THE READER. THIS COURSE ASSISTS PARTICIPANTS TO USE THEM ALL TO IMPROVE BUSINESS WRITING.**  
**13 MAY 2010**

## WRITING WELL RESTS ON LOGIC, STRUCTURE, AND A REAL RESPECT FOR THE READER.

Effective business writing means more than just producing documents. Most business or working documents are read because the reader must read them. The writer's task, therefore, is to make reading as easy as possible, enabling the reader to readily grasp what the writer intends.

Email / letters are not the same as talking to someone face-to-face or even over the telephone. When we talk face-to-face, we pick up meaning from facial expressions, body language, specific gestures, and, of course, tone of voice. Even telephone conversations preserve the meanings conveyed by tone of voice. But email / letters lose these extra ways of conveying meaning as we exchange messages, and so we need to take care when writing.

E-mail / letters are used to communicate in many settings. This course demonstrates that effective use of emails and letters requires a clear sense of the purpose for writing, as well as a clear statement of the message.

## AIM OF THE WORKSHOP

Business writing can form one of the most dynamic and effective forms of communication. Emails / letters are essential for recording and learning. Documents achieve their most effective results when they are clear, concise and coherent. In addition, they need to be well-structured and well-written if they are to be easily understood.

The workshop will assist participants to

1. Understand the key principles of effective business writing
2. Create a written style that is interesting and easy to understand
3. Understand the impact of tone in writing
4. Construct concise sentences and paragraphs
5. Use effective proofreading techniques
6. Identify different writing approaches, and know when to use them
7. Structure email / letters of requests, complaints and persuasion
8. Understand the importance of email etiquette



**VENUE**  
Crowne Plaza Melbourne  
1-5 Spencer Street, Melbourne



## DATE & TIME

Thursday 13 May 2010  
9.00 am – 4.00 pm

## COST

\$495.00 (including GST of \$45.00) inclusive of materials, lunch and parking

## CLOSING DATE FOR REGISTRATIONS

Thursday 29 April 2010

## ARRIVAL

8.45 am  
Arrival - tea & coffee  
9.00 am  
Welcome & Introduction

## WHO SHOULD ATTEND

This workshop is intended for staff at all levels and can equally address the needs of managers with 'high level' needs and staff for whom some of the 'basics' are appropriate. The workshop has a broad scope and will be shaped to meet the specific requirements and needs of participants.

## FACILITATOR CHRISTINA KATOPIS

SENIOR ASSOCIATE,  
CENTRE FOR LEADERSHIP  
AND MANAGEMENT

Christina Katopis has worked as a facilitator for over 16 years. She has extensive experience in working with both the public and private sector throughout Australasia. She has held various roles ranging from facilitation, project management, to management.

Christina's style is participative, engaging and enjoyable. Her approach to facilitating encompasses key adult learning principles. She actively ensures all materials presented are relevant to participants' work situations.



## SESSION 1

### KEY BUSINESS WRITING SKILLS

- Use of plain English
- Editing 'wordy' or overly long phrases
- Active rather than passive 'voice'
- Jargon and Slang
- Redundant words and expressions
- Parallelism in writing
- The effects of tone
- Sentence construction
- Building paragraphs
- Participant exercise and 'live' examples, small group discussion and coaching
- Knowing your brief – what is your authority

### LUNCH

12.30 pm  
Lunch Break

## SESSION 2

### PUTTING PEN TO PAPER

- Checklist
  - before you write
- Identifying the most appropriate method of written communication to use
- Understanding your audience and their needs
- Defining your objectives
- 7C's of written communication
- Direct vs. indirect approach to writing

## SESSION 3

### EMAILS AND LETTERS

- Email guidelines and etiquette
- Emails / letters that:
  - Inform
  - Request
  - Complain
  - Persuade
- Proofreading

### CONCLUSION

4.00 pm  
Conclusion of Workshop