

Business Writing Skills Course Outline

Duration 1 Day

Overview

In this course, the student will learn how to produce business communications that are clear, concise, and correct. The course is divided into three sections: structure, style, and presentation.

Lesson 1: Introductions

Course overview – value of good communication – types of documents – initial exercise

Lesson 2: Structure

Planning and preparing your document – understanding the audience – collecting and verifying information – identifying key topics – sorting and grouping content – creating a skeletal framework – writing and revising the text – reviewing and finalising your document.

Lesson 3: Style

Writing simply and clearly – tables – ordered and unordered lists – cross-references – agreement – avoiding redundancy – common misuses of words and grammar – consistency – continuity – parallelism.

Lesson 4: Presentation

Use of templates and styles – front- and back- matter – typography – illustrations – colour – standardising content from different sources – assembling the final document – testing.