



COURSE

Business Writing Training

Duration

One-day or two-days – we can discuss which is best for your organisation.

Location

We run our courses in the offices of our clients however, an external site can be sourced by us.

Learning outcomes

The objective of this course is for participants to become competent and confident business writers. Participants write several small pieces and practice business writing project management, the skills from which they can take back to the workplace.

Key learning areas

Topics include:

- Determining the purpose of business documents
- Identifying the audience of business documents and writing accordingly
- Catering for multiple readerships
- Planning the structure of business documents and keeping to deadlines
- Comprehending and applying language and grammar conventions
- Utilising successful writing methodologies to write efficiently
- Adopting contemporary writing styles
- Writing clearly and concisely in plain language
- Fine-tuning persuasive writing
- Eradicating common grammatical errors
- Eliminating gender-specific writing
- Using tricks of the trade to write easier and quicker
- Ironing out common writing mistakes and flaws
- Removing jargon, slang and hackneyed expressions
- Overcoming low confidence, paralysis and procrastination
- Writing and editing to a publishable standard.

Finer points

The finer points of this course include:

- It can be delivered anywhere in Australia or internationally
- It can be combined with our report writing course
- Anyone at any career level can attend the course and benefit from it
- All participants receive a colour certificate on completion
- There is ample time for discussion, interaction and individual attention
- The course is delivered by experts in the subject matter
- Hands-on exercises and tasks are customised to the everyday roles of participants
- The comprehensive manual is an excellent resource post-training
- Contemporary training methodologies and adult learning principles are utilised
- The trainers deliver the material in an engaging and inclusive style.



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Major benefits of the course

Business benefits of this course include:

- Improved business performance and productivity
- A tangible return on training investment
- Competitive advantage due to excellent outbound and inbound communication
- Increase in reputation and word of mouth referrals
- Lower infrastructure costs including labour, printing and consumables
- Greater employee satisfaction and retention
- Smoother internal operations
- Increased success rate of project and proposal signoffs
- Greater focus on the bigger business issues once the documentation is complete
- Streamlined documentation processes and training knowledge
- Fewer calls from stakeholders seeking clarification of documentation
- Potential decrease in litigious activity, and governance and compliance indiscretions.

About Clinton Communications

We specialise in written and verbal communication. Our offering includes training, communication and documentation services. We provide powerful, customised solutions designed to improve business performance and develop and retain a skilled workforce.

Contact Us

Please contact us with any questions you have or to request a proposal for delivering training in your organisation.

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