



Business Writing

Clear effective communication is critical for any business. In today's world the impact of the written word is more important than ever and high level communication skills are a crucial component of success.

All too often business documents are awkward, verbose or imprecise, negating the impact of the message and presenting the writer and the business in a less than positive light. Common problems include; incorrect sentence and paragraph structure, grammatical and punctuation errors, and inappropriate tone and tempo.

This practical workshop is designed to improve your writing style and provide you with the skills to plan, structure and present a variety of written documents in a clear, concise and accomplished manner. It will enable you to write with greater confidence and enhance your understanding of the principles of effective writing.

The workshop provides an opportunity to learn in a supportive environment with the opportunity for discussion, self reflection, shared experiences and practical exercises. The group numbers are small to allow for personalised attention.

By the end of the workshop participants will have acquired a range of skills and knowledge that they can immediately apply to their workplace. Participants will also receive a detailed booklet for handy future reference after the conclusion of the workshop.

Led by a trainer with over 30 years experience in written communications, this one day workshop is a must for anyone who wishes to maximise the impact of their business writing

DURATION: 1 day

FACILITATOR: Michelle Parker – see last page for profile

COURSE OUTLINE

At this workshop participants will learn to:

- Understand and avoid common errors of grammar and punctuation
- Identify your writing weaknesses and build on your strengths
- Write clear and effectively structured sentences and paragraphs that have maximum impact
- Develop an awareness of the importance of tone and tempo in effective writing
- Adjust your writing style to suit different types of readers and situations
- Plan your writing using a variety of planning tools for efficiency and effectiveness
- Adapt your writing style to suit a variety of different business documents
- Edit your writing for accuracy, impact and understanding

Local Government Training Institute

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WHO SHOULD ATTEND THIS COURSE?

With an emphasis on modern-day business writing, the workshop is suitable for:

- writers who wish to improve their business writing skills
- writers who are experienced but feel they want to polish or refresh their business writing skills
- managers or executive who need to review the writing of others
- technical, scientific or academic writers moving into a business role

FACILITATOR PROFILE – MICHELLE PARKER

Coming from an education background, Michelle Parker has over 30 years experience in teaching and training, specialising in both written and oral communication skills.

Her career includes:

- extensive experience in educational management positions
- development and presentation of training courses in management communication skills
- development and presentation of telecommunication skills training
- extensive experience in presenting and assessing written communication skills
- 20 years experience in presenting training in oral communication skills including public speaking, debating and drama

She has presented workshops to such diverse groups as; school principals, local government administrative staff, business forums, telecommunication managers, and environmental specialists.

She is experienced in presenting a relaxed and supportive workshop that acknowledges the skills and expertise of the participants and builds upon their strengths

Her qualifications include a degree in Arts with a major in English, a Diploma in Education in English and Communication, a Masters degree in Theatre Arts and Certificate IV in Workplace Training and Assessment, specialising in telecommunications.

REGISTRATION

To register, please complete a **registration form** at <http://www.lgti.com.au> and **submit online**; or you can **fax** to Local Government Training Institute on **(02) 4966 0655**.

COURSE ENQUIRIES

Course enquiries may be directed to the Business Development Team on (02) 49 222 333.

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