

## Write it Right

Duration: 1 day

### Overview:

In the 'old days' there was a secretarial pool who typed up any letter of importance that was to go out of an organisation. These people were careful and made correspondence represent the organisation well. The need for precise and appropriate business writing has not disappeared but the responsibilities of the secretarial pool have been decentralised to every individual in an organisation. Emails can be sent without scrutiny at the speed of a key-stroke, potentially shedding poor light on individuals and companies. 'Write it Right for Business' focuses on ensuring the quality of writing being constructed by you meets expected standards and intended outcomes of the document. It teaches participants how to write in a business environment for internal and external parties.

### Target Audience:

This course will benefit any individual who is having challenges with their writing structure as well as those who need to influence other parties and save time in the writing process.

### At Course Completion:

Participants will leave the course with a certificate of attendance and an individualised action plan to help support next steps on return to the workplace. More importantly you will have developed skills and knowledge to:

- Adapt your writing to audience needs through profiling
- Write clearly and avoid redundancy
- Write well-structured and courteous correspondence
- Write correct and complete documents
- Accomplish greater productivity in writing
- Adhere to the do's and don'ts of professional email and letter writing

### Lesson 1: Why bother writing well?

- Discussing basic writing skills
- Identifying the components of effective paragraphs

### Lesson 2: The Five Parts of the Writing Process

- Planning
- Writing
- Editing
- Proofing
- Publishing

### Lesson 3: Proofing and Publishing

- Points to consider up front about how the document will be published
- Importance of proofreading and its difference to editing
- Ten Pointers to Perfect Proofing

### Lesson 4: Planning

- Creating a Document Aim
- Creating a Document Outline
- Using Mind Maps to organise your brain

### Lessons 5: Writing & Editing

- The Five C's of Writing Well
- The First C: Writing Clearly
- The Second C: Writing Concisely
- The Third C: Making your Writing Complete
- The Fourth C: Writing Correctly
- The Fifth C: Courtesy

### Lesson 6: E-Mail

- The importance of getting e-mail right
- Writing more Positively for Your Audience
- Making Requests
- Paragraph Content and E-mail Structure
- Editing Emails
- Professionalism
- Some Do's, Don'ts and Etiquette

### Lesson 7: Writing Business Letters

- Format and Layout of a Business Letter
- Suggested Forms of Address and Salutations
- Types of Letters & Individual Practice Session
- Persuasion
- 'No' Letters

### Wrap and Re-CAP

- Formulating a Resulting Cumulative Action Plan for Success