

## **Business And Report Writing**

### **Course Description**

Successful organisations are ones that communicate effectively.

Business reports and communications should be clear, concise and free of ambiguity.

This course will help you develop business writing skills that convey a targeted message and project a professional image.

The course employs practical business writing techniques to enable you to create compelling and well-structured business documents, memos, emails and reports.

### **Pre-Course Requirements**

You need no previous business writing experience to attend this course.

## Business And Report Writing

### Pricing & Availability

<b>Course Duration:</b>	One Day
<b>Public Scheduled Course:</b>	£325.00 plus VAT
<b>Public Scheduled Dates:</b>	15-12-2017 at London Bridge 09-01-2018 at London Bridge 09-02-2018 at London Bridge 14-03-2018 at London Bridge 13-04-2018 at London Bridge
<b>Private Course:</b>	£545.00 plus VAT for individual tuition.  Call for prices for private groups of two or more.
<b>Follow-on Courses:</b>	Not Applicable
<b>Post-Course Support:</b>	The cost of the course includes lunch, course notes to take away, a certificate and six months telephone Helpline support.

# Business And Report Writing

## Course content

### Planning the message

- Planning what you have to say
- Who is your audience?
- Generating ideas
- Overcoming writer's block
- Meeting the needs of your audience

### Structuring your writing

- Choosing an appropriate style for your audience
- The essentials of business writing
- Structuring your message
- Models to use
- Choosing the correct tone for your audience and message

### Different document formats

- Different formats for emails and memos
- Different formats for business reports

### Writing clearly and concisely

- Simplifying your language and sentences so that your written English has maximum impact
- Rules for clear and concise copy
- How to rewrite a piece for a different audience

## Formatting reports and business documents

- The essentials of good design
- Looks do matter
- Guidelines for laying out your report so the aesthetics reflect the quality of the content

## Editing and proofing

- The importance of mistake-free work
- Editing and proofing techniques

## Clear, concise communication

- Guidelines for clear and concise copy
- Measuring the clarity of your written work
- Examples of what works and what doesn't
- Appealing to intelligence and business sense
- Critiquing professional business writing techniques

## Questions and answers