

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.

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Pricing & Availability

Course Duration:	One Day
Public Scheduled Course:	£325.00 plus VAT
Public Scheduled Dates:	16-05-2018 at London Bridge 08-06-2018 at London Bridge 04-07-2018 at London Bridge 03-08-2018 at London Bridge 29-08-2018 at London Bridge 28-09-2018 at London Bridge
Private Course:	£545.00 plus VAT for individual tuition. Call for prices for private groups of two or more.
Follow-on Courses:	Not Applicable
Post-Course Support:	The cost of the course includes lunch, course notes to take away, a certificate and six months telephone Helpline support.

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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