

The Business Writing Toolkit

Module 2 – Writing for Impact

Duration: ½ day

This course helps individuals develop the skills required to write for maximum impact.

A pre-workshop questionnaire will be used to finalise the course content. Participants are advised to send in/bring along examples of written correspondence they have produced.

Who should attend this course?

Individuals with responsibility for business writing

Course objectives

By the end of the course, participants will be able to:

- Understand how to use language effectively
- Understand how to capture the attention of the reader
- Develop knowledge of editing and reviewing techniques

Course Outline

Identifying your reader

- Establishing clear objectives
- How to ensure your writing is 'customer friendly'

The style guide

- Redundant words and phrases
- Choosing the right words
- How to make your writing more lively and direct

Keeping the reader interested

- Writing logically
- Using transitions between paragraphs

Checking for readability

- Editing and reviewing
- Does it say what you want it to say?

Introducing different layouts

- Using visuals
- Structuring different types of written material