

## Effective Business Writing

### Course overview

This course teaches practical business writing skills and provides useful guidelines and tips for developing better written communication.

### Learning Outcomes

On completion of this course, participants will be able to:

- Write a well structured business letter
- Write for a specific audience and purpose
- Use a writing style that is both professional and clear
- Use a non-discriminatory, plain English writing style
- Use correct punctuation, spelling and grammar

### Content includes:

- **Business writing formats**  
Format for memorandums  
Format for letters  
Electronic mail  
Format for press release
- **Business writing to achieve a specific purpose**  
Writing for the audience  
Different writing purposes
- **Writing styles and language**  
Colloquial and formal language  
Plain English  
Non-discriminatory language

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A moment's insight is sometimes worth a life's experience.  
**Oliver Wendell Holmes Jr.** (1841 - 1935)

Avoiding tautologies  
Active and passive voice  
Attitude

- **Writing guidelines**  
Common errors in writing  
Words often confused  
Spelling rules  
Guide to punctuation  
Editing and proofreading

**Target audience:**

The audience for this course is anyone who would like to improve their business writing skills.

**Course Length:** 1 day

**For more details on how Learning Insight can help your organisation contact**

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