

Business and Report Writing

Course Overview

Successful organisations are ones that communicate effectively. This course will help you develop business writing skills that convey a targeted message and project a professional image.

Through practical, hands-on exercises you will learn how to write more compelling and powerful business documents and reports.

Course content

Planning and structuring your writing

- Planning what you have to say
- Who is your audience?
- Generating ideas
- Overcoming writer's block
- Meeting the needs of your audience
- Choosing an appropriate style for your audience
- Structuring your message
- Models to use

Writing clearly and concisely

- Simplifying your language and sentences so that your written English has maximum impact
- Rules for clear and concise copy

The essentials of good design

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

Writing exercises

- A series of writing exercises designed to reinforce the guidelines for clear and concise copy. Please bring along examples of your own work if you wish
- How to rewrite a piece for a different audience

The fog index

- Measuring the clarity of your written work
- Examples of what works and what doesn't
- Appealing to intelligence and business sense
- Critiquing professional writing

Questions and answers

[Back to the top](#)