

# Effective Business Writing



## What will I learn?

This is a 2 day Information Mapping® workshop. You will learn how to develop clear, concise, easy to read and persuasive business documents that get the results you want.

We will show you how to analyse your audience and purpose and how to organise and present information with the right level of detail. The result is documents that are easy to read and use by a variety of audiences.

## Who should attend?

This workshop is for you if you write common business documents like reports, proposals, business cases, presentations or emails. If you have already attended an Information Mapping® workshop, you can attend Day One as a refresher, or Day Two to add to your skills.

## Benefits

Effective Business Writing helps you:

- write more effective content in less time
- generate the results you expect from your communications, and
- advance your career by improving your writing skills.

## What does it cover?

Topic	Description
<b>Day One – Information Mapping® Foundation</b>	
Introduction	<ul style="list-style-type: none"><li>• Writer and reader challenges.</li><li>• The document development process.</li></ul>
Communication Principles	Design and development principles to enable fast and effective communication.
Units of Information	New “units of information” for easier writing, reading and understanding information.
Identifying Information Types	The six information types and how they are used.
Final Exercises	Practise applying your knowledge.
<b>Day Two – Business Writing Module</b>	
Getting Started	The five task approach to “getting started”.
Analysis	Analysing purpose, desired response and target audience.
Organisation	<ul style="list-style-type: none"><li>• Create an “instant outline”.</li><li>• Strategies for selecting the most effective topic sequence.</li></ul>
Presentation	<ul style="list-style-type: none"><li>• How to select the right tone for your audience.</li><li>• Effectively organising series and categories of content.</li><li>• Context-setting information to guide and prepare the reader.</li><li>• Effective presentation of the information types.</li></ul>
Editing	Plain English editing techniques and how to apply them.
Case Study	Applying your knowledge - comprehensive case study exercise.

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## What do I get?

The materials you take away are:

- **Information Mapping® Foundation** reference guide – details the theory and principles of Information Mapping® with examples and exercises.
- **Effective Business Writing** reference guide – comprehensive details of how to use the Information Mapping® method to develop content, with examples and exercises.
- **Formatting Solutions Pro™ (FS Pro) 4.1 software** – a toolbar that integrates into Microsoft Word to allow quick and easy application of the Information Mapping® format to documents.
- **Quick Reference Cards**
- **Follow up-support** including a free review of a 2-3 page Information Mapped® document.

## Who teaches it?

The workshop is led by a certified Information Mapping® instructor with a minimum of ten years' experience.

## What does it cost?

Workshop costs and group discounts are set out in the following table. **Note:** If you have already attended an Information Mapping® workshop, the "Day 1 or Day 2 only" cost applies.

People	Cost per person (excl GST)	Day 1 or Day 2 only* (excl GST)
1-2	\$1,495	\$695
3-5	\$1,445	\$670
6-9	\$1,395	\$645

\*some workshop materials will not be included

## Inhouse Workshops

Inhouse workshops can be arranged and customised to meet your business needs. Please contact us for details and costs.

## Dates and Registration

To see the upcoming workshop dates and to register for this workshop:

- **visit:** [www.tactics.co.nz](http://www.tactics.co.nz)
- **tel:** 0800 50 50 56
- **email:** [tactics@tactics.co.nz](mailto:tactics@tactics.co.nz)

## Terms and Conditions

- Group discounts apply when 3 or more people register from the same organisation, at the same time.
- Multiple registrations will be invoiced in advance and participants may attend any public workshop in Auckland or Wellington, within 12 months of purchase.
- Substitution of individual participants can be made at any time.
- Transfer and cancellation fees will be charged as follows:

From course start date	Transfer fee	Cancellation fee
More than 15 working days	Nil	\$50 booking fee
10-15 working days	Nil	25%
5-9 working days	25%	50%
Less than 5 working days	50%	75%

