

Clear Business Writing

Write-on-Target[®]

What will I learn?

On this 2 day instructor-led workshop you will learn how to get started quickly and develop business documents that get results. You will learn expert techniques to:

- identify the purpose of your document and the target audience
- select a suitable structure, and organise your information
- decide what content to include or exclude depending on the purpose and desired result for your document
- use structured writing as a tool for managing quality and time
- become a more efficient and effective writer using shortcuts and technology
- consolidate and improve your written English skills, and
- edit your writing.

Who should attend?

This workshop is for you if you write common business documents like reports, standard operating procedures, proposals, business cases, presentations or emails.

Benefits

This workshop enables you to:

- write more effective content in less time
- organise your content so it is easy to read, understand and refer back to, and
- write to a professional standard and improve your written communication skills.

What does it cover?

Topic	Description
Introduction	<ul style="list-style-type: none"> • Writer and reader issues • Goal setting
Analysis and planning	<ul style="list-style-type: none"> • Understanding your audience and document purpose • Content analysis • Needs analysis and planning • Writing a needs analysis
Principles of clear business writing	<ul style="list-style-type: none"> • Clear writing principles • Making your writing easy to write and read • Consistency • Graphics • Writing clearly
Organising content	<ul style="list-style-type: none"> • About structured writing • Types of information • Structuring and sequencing • Typical document structures

Designing and presenting content	<ul style="list-style-type: none"> • How good does your writing look? • Presentation guidelines • Incorporating graphic elements
Editing and testing	<ul style="list-style-type: none"> • Editing tips
Speeding up the writing process	<ul style="list-style-type: none"> • Shortcut keys and templates

Your instructor

Ruth Hamilton is an experienced Trainer and Technical Documentation Consultant. Ruth has extensive commercial experience and has been a regular lecturer of degree students in technical writing and online documentation at Auckland tertiary institutes. She has a thorough understanding of the challenges people face when they communicate through writing. Ruth's training style is engaging and hands-on to optimise and consolidate learning.

What do I get?

The workshop materials include:

- Comprehensive Clear Business Writing manual containing exercises and examples, and
- Follow-up support including a free 1-2 page document review.

What does it cost?

Public workshop costs and group discounts are set out in the following table.

Number of participants from the same organisation	Cost per person (GST exclusive)
1 to 2	\$1,495
3 to 5	\$1,445
6 to 9	\$1,395

Inhouse and customised workshops

We can hold an inhouse workshop or customise one for your group. Talk to us about your needs.

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 can attend any public workshop 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%

Workshop dates and registration

Please contact us to discuss your workshop requirements or for further details. Public workshop dates can be found on our website www.tactics.co.nz

Contact us	• Phone:	0800 50 50 56
	• Email:	tactics@tactics.co.nz