

## Content

### Before you start writing

- the importance of preparation and planning
- defining your purpose; start with the end in mind
- writing for the reader

### The framework

- structure; logical sequence
- content; must know, like to know, don't need to know
- different formats; email, letters, reports, business cases, proposals

### Achieving good results

- simplicity and clarity
- common mistakes with grammar and spelling
- avoiding jargon, waffle and passive language
- persuasive writing.

# Business Writing

## Personal Impact

Whether it is due to time pressure, a more focused approach, or shortening attention spans, people are now less inclined to read lengthy documents. Instead they want emails, proposals, reports and letters that are clear, concise and to the point.

To get your message across, it is essential that you prepare written communications that have maximum impact. This one day programme will show you how to prepare and produce powerful written communications. It will help to hone skills and give you the confidence to write clear and persuasive documents that still reflect your personal style.

### Benefits

By the end of the programme you will be able to:

- define your purpose and write with the reader in mind
- build a production plan that prevents last minute panic
- develop a framework for written communications
- write clear, concise and readable communications
- check and critique your work effectively
- write powerful reports, proposals, letters and emails that engage the reader.

### Approach

Considering that business writing can be viewed as a dry subject, this is a practical and engaging day.

The morning concentrates on establishing a solid foundation for written business communication, with the emphasis on clearly understanding what is required before production starts. The afternoon focuses on how to produce concise and readable communications that meet the expectations of the reader.

Participants are asked to bring examples of their own business writing.

### Who should attend?

Anyone at any level in an organisation who needs to communicate in writing.

### Programme information

Duration: One day  
Price: £375 (excluding VAT)

Dates and locations:  
2nd April 2008 • London  
21st October 2008 • Surrey  
5th February 2009 • Midlands

For further details please call  
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