

# Business Writing

**Duration:** 1 Day

## **Writing in the Real World**

### **Before Starting To Write**

- What is my purpose?
- Who are my readers?
- Planning the content & structure
- Planning with mind maps and post-its
- Structuring your document

### **Writing Clearly & Concisely**

- Simple style to express complex ideas
- Jargon
- Remove redundant words & phrases,
- Sentence length, signpost words
- Put the main point first
- Avoid nominalisations
- Communicate personally
- Layout
- Using illustrations
- How to write a summary
- Style & Structure

### **Reviewing & Polishing**

- How concise is your writing?
- Critiquing & proofreading

### **Getting the Tone Right**

- Reduced level of communication
- Why you don't always get the reaction you want
- Creating rapport in writing
- Be clear & assertive
- Influencing your reader

### **Hits: Hints, Ideas & Tips**

- Writing in a global business world
- Common irritations to avoid