



# BUSINESS WRITING SKILLS

Business Writing Skills training courses can help turn the tide of lazy business writing. Customers don't like lazy business writing. And of course, poor business writing causes confusion and leads to mistakes. Instead write clear, persuasive messages that build stronger connections and get results.

Some people are confusing business writing with ChatGPT. *Mmmmmmm*. I'm not sure about you, but I wouldn't trust a robot dentist. Nope, give me the real one. AI has its place, but it's not the end point.

Tailored writing skills in-house courses work best as we can align the training to your organisation's specific writing styles, tone, and communication needs. Customising the content ensures participants develop practical, relevant skills that improve clarity and reduce misunderstandings.

## KEY COURSE CONTENT

- Recognise the #1 cause of confused and disjointed writing.
- Understand the role of the left-brain and the right-brain in composing business writing.
- Use powerful active verbs to make their writing come alive.
- Experience the value of re-writing - and how for nearly all writers, to achieve clarity, simplicity and brevity, rewriting is the answer.
- Effectively and efficiently edit and proofread either their own or someone else's writing.



### Target Audience

Leaders, managers, team leaders, and employees



### Duration

Available as a full-day or half-day course



### Delivery

Available in-person at your organisation/venue, or virtual



### Group Size

Recommended 4 to 10 participants



### Takeaways & Resources

Participants receive a certificate of completion (including Continuous Professional Development hours) and opt for a free follow-up refresher course with the original trainer

## GET A QUICK QUOTE

Let us know if you'd like a free, no-obligation quote for your organisation

