PROFESSIONAL DEVELOPMENT TRAINING

1300 121 400

REQUEST QUOTE

1.0 DAY COURSE

Business Writing for the Digital Era

Writing proper business-related documents in today's workplace requires a solid understanding of the fundamentals behind how specific documents should be approached, designed and edited. Written communications in the workplace should be concise, yet thorough and well laid out.

Technology enabled communications (emails and texts) should also be well thought out and designed to get the correct message across, while avoiding any potential misinterpretation.

This newly designed course teaches how to create business documents in the modern workplace, which takes into account the many forms that modern communication can take, and teaches participants how to best align their message with the appropriate documentation and device.

Business Writing for the Digital Era training courses are available now throughout Australia, including Brisbane, Sydney, Melbourne, Adelaide, Canberra and Perth.

What You'll Gain:

Learn how to write for various audiences and personality types by utilising the unique PD Training personality profiling tools in class. This new course takes into consideration the latest in modern communications platforms and empowers participants to be more effective writers.

Modern communication requires an awareness of multiple audience types and multiple device utilisation to assure the message is clear, concise and not lost between the various platforms available in the modern workplace. PD Training's Business Writing for the Digital Era course is ideal for reviewing the basics and learning the latest in modern writing techniques.

Outcomes

After completing this course participants will be able to:

- Understand Basic Writing Principles
- Know Common Forms of Business Communication
- Review Personality Types When Communicating
- Identify and Understand Your Audience
- Understand the Writing Process
- Review English Language Fundamentals
- How to Write With Clarity
- Write Within Workplace Constraints
- Choose Most Effective Wording
- Use Effective Editing and Proofreading
- Create Useful References and Appendices
- Understand Email Etiquette
- Effective Report Writing
- Create an Action Plan

Modules

Lesson 1: From Texting to Boardroom Paper

- Everyone is a Business Writer
- Universal Principles of Good Writing
- Forms and Formats
- Common Forms of Business Writing
- The Principle of 'Purpose'
- Reflection

Lesson 2: Who am I Writing For?

- The Principle of 'Audience'
- REACH Review – Communication Preferences
- Understanding the Audience
- Writing for a Global Audience
- Reflection

Lesson 3: The Blank Page

- The Principle of 'Structure'
- The Writing Process
- Starting
- Writing
- Finishing
- Reflection

Lesson 4: English Still Matters

- Texting – a Legitimate Form of Language
- Write it Once. Make it Count
- English Fundamentals
- The 'Plain' Truth
- The Principle of Clarity
- Reflection

Lesson 5: Writing within Constraints

- The Space-Time Continuum
- The Principle of 'Concision'
- Word Choice
- Reflection

Lesson 6: Click with Confidence

- Wait! The Pressure to Hit 'send'
- Edit, Edit, Edit
- The Principle of Proofing
- Reflections

Lesson 7: Reflections

- Create an Action Plan
- References
- Appendix
- Commonly Confused Words
- Punctuation
- Email Etiquette
- Using MS Word Readability Score
- Structuring a Business Report
- Add Your Own Writing Tips

Talk to our expert team

Phone: 1300 121 400

Email: enquiries@pdtraining.com.au