



Business Writing Skills – Getting the Foundations Right

Benefits to individuals: *Help you say what you mean on paper*

Value for organisations: *Improve communication in your organisation*

The ability to express yourself clearly on paper is an important business skill. And yet, good writing stems from a set of well-rounded principles that will help you save time and give you confidence in your written communication. Using simple, practical tools and techniques, that can be practiced under supportive guidance; this course will help you to write in a way that is concise and meaningful, leaving a positive impression of both you and your organisation.

Is this Course right for you?

This course is designed to help those who are responsible for producing written material as part of their position and who want to increase the impact of their writing.

Once the course is completed you should be able to:

- Write clearly and concisely so that readers understand your message straight away
- Focus your message towards the reader's needs
- Structure your writing so that it achieves its purpose
- Express your ideas in clear language
- Save time by reducing the need for rewriting

Course content:

- Identify common writing problems
- Establish the link between purpose and action
- Structure
- Language
- Rules to improve clarity
- Using real examples, practise the skills to achieve a professional impression
- Apply new techniques in writing a persuasive letter or email.
- Editing
- Feedback

How is the course conducted?

The course conducted as a 1 day workshop session held at MaST's Melbourne location. The session is engaging and stimulating yet relevant to the audience in both style and content by including role plays, continual opportunities for discussion, and activities.

Our workshop groups are limited to 12 participants (a minimum of 6 is required), to ensure opportunities for individual attention and an enhanced learning experience.

You will be provided with a comprehensive course manual and ongoing telephone support from the team at MaST.

Course Dates: 22 July & 28 Oct.

Price: \$475 + GST per participant

To book a **Business Writing course**, or to arrange **in-house training**, please call the training team on **03 9520 2599**, or email us at mast@mastaustralia.com.au to let us know how we can help you.