

# Business Writing for the Digital Workplace



## *Write with Consistency & Impact in a Modern Work Environment.*

If you're in a professional role you will relate to the thousands of hours every year composing and writing a variety of documentation to effectively perform your work. From emails to reports, proposals, general correspondence or just general writing tasks all will place pressure on you to communicate clearly and professionally. Not to mention the fast paces & influx of information from the digital devices we work with daily.

People often get anxious when they have to submit documents, reports or presentations. Many professionals also need to develop their editing and proofreading skills. The ability to write effectively is physical evidence of your level of professionalism and ability to get your message across clearly and persuasively. This is even more crucial to know what those standards should be in the fast changing digital communication world.

'**Business Writing for the Digital Workplace**' is designed with the busy professional in mind. Whatever your business writing needs are, this course will equip you with the confidence to create professional communication using the written word. It will assist you to plan, organise and structure a range of business communication formats and devices whilst giving you the opportunity to expand your own personal writing style.

## Designed for?

- > This program is designed for anyone in a workplace role who is required to communicate and correspond in the written format to customers, clients, colleagues and managers.
- > It covers the fundamental methodology of a variety of writing styles and formats that are relevant to the modern day digital workplace.
- > An ideal group size is 6 - 15 participants.

## Key Learning Outcomes

- ✓ Gain an understanding of the key strategies of successful business writing.
- ✓ Develop a clear understanding of the approach and process.
- ✓ Determine the best means of communication by clarifying the true objective.
- ✓ Understand the different phases of writing.
- ✓ Undertake a structured approach to planning.
- ✓ Identify the audience - who are you writing to? What is the purpose?
- ✓ The ability to use effective formatting techniques to increase understanding.
- ✓ Knowledge of the correct digital etiquette to follow with colleagues and clients.
- ✓ Ability to use engaging subject lines to gain the receivers attention and priority.
- ✓ Know how to use positive language to communicate sensitive or difficult information.

## Live Face to Face, Virtual or Hybrid



Power Sessions



Half-Day



1-Day



Coaching

## Contact Us

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