

# Write the right *way*

THIS PROGRAM IS DESIGNED TO HELP PARTICIPANTS COMMUNICATE MORE PROFESSIONALLY THROUGH THE WRITTEN WORD.

Most people in business have to do a certain amount of writing just to get through the day, even if it is simply writing a few emails to staff or colleagues. In order to write clearly it is very important to think clearly on paper. People often get anxious when they have to submit documents, reports or presentations. Many professionals also need to develop their editing and proofreading skills.

Written documents are tangible evidence of the degree of your professionalism. This program provides a range of proven techniques for using words correctly and for ensuring that readers understand your intended meaning.

## Key learning outcomes

Your **Business Writing Skills** program will give your participants the skills to:

1. Recognise the #1 cause of confused and disjointed writing.
2. Understand the role of the left-brain and the right-brain in composing business writing.
3. Use powerful active verbs instead of passive verbs.
4. Experience the value of re-writing – and how to achieve clarity, simplicity and brevity. Rewriting is the answer.
5. Effectively and efficiently edit and proofread either their own or someone else's writing.

## Would you like to attend this program?

- For maximum effectiveness, this program is best conducted as an in-house program.
- **Ideal group size:** 4 - 12 participants
- **Venue:** For your convenience, you can choose to conduct this program at your business premises. Alternatively, we can provide a training venue at a small additional cost.
- **Duration:** This program can be conducted as a one day or half day program.
- **Cost:** Price on request.
- **Target Audience:** Employees, Supervisors, Team Leaders, Senior Managers or CEO's

If you would like more information on this training program, please contact:  
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