



## COURSE OUTLINE

# Business Writing Skills

**converg**  
tailored financial training

**WHO SHOULD ATTEND?** Anyone who would like to improve their written communication skills, whether for external communication with clients or communication and reporting within the organisation. This includes audit staff who need to improve their documentation of audit evidence.

**DURATION** One day

*Effective communication is crucial in the business environment. Advancements in technology have provided faster means of communication, but have also eroded the effectiveness and quality of the message being communicated. Getting the right message across while portraying a professional image is an essential business skill required through all levels of an organisation. This course offers a highly interactive means of improving written business communication.*

## CONTENT AND OUTCOMES

### PARTICIPANTS WILL:

- Understand the importance of effective written communication
- Understand the different elements of the communication process
- Learn how to select the appropriate form of written communication
- Discover factors that cause communication failure
- Prepare and edit texts in various writing formats
- Learn how to write to achieve impact and action
- Understand how to use style and tone to convey the correct message
- Learn professional e-mail etiquette
- Rediscover the basic punctuation rules
- Explore often confused words and phrases
- Discover useful writing tools

### CONTENT:

- The power of written communication in the business environment and the role YOU play
- First things first – the communication process
- Different forms of written communication
- Communication blocks – the road to breakdown
- Writing your communication
  - A step by step writing process
- Style and tone – the power (and danger) of emotion
- Punctuation
  - The effect on the clarity and meaning of your message
- KISS – keep it short and simple
  - Make your message count
- It's so easy to confuse...
  - Same same but different
- Practice makes perfect – implementing what you have learnt

Optional inclusion (specific to the auditing profession)

- Reporting to clients

**For more information and for bookings**

**contact us:**

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