



# PERSUADE

## Advanced Business Writing

### DESCRIPTION

The way we read is changing and business writing must keep pace. Business writing has changed over the last 20 years. Long phrases and jargon, the 'business-ease' that was once the hallmark of business writing in the past has seen its day. In business writing, less is now most certainly more.

In our modern information age, we are bombarded with data in verbal and visual form. We have learnt to read in 'bytes' of information; short pieces that are easily digestible and which gets to the point quickly.

This course goes beyond basic writing techniques and looks at how to write persuasively, creatively and clearly so as to develop the desire in the reader to take action.

### COURSE DURATION

1-2 days

### OUTCOMES

- Recognise your personal writing preference
- Understand how to write to readers with opposite reading preferences to you
- Understand writing as a part of the reading process
- Re-learn the basics of punctuation and grammar
- Begin to write in an active voice – a more persuasive and concise way of writing
- Learn how to overcome writer's block
- Use the TIA Communication Planner to save time
- Create documents that result in action
- Use a 'mind-map' to help plan your writing
- Be better able to edit and evaluate your work
- Understand the basics of report format
- Executive summary writing in a nutshell
- Create documents that PERSUADE clients to take action

### KEY AREAS

- Active vs Passive voice
- Reader-centred writing
- Creative techniques to capture and synthesise information
- Using logical flows to increase understanding
- Writing with brevity to aid clarity

### METHOD

Instructor led, practical exercise using PC and laptop

