

# PROFESSIONAL WRITING ESSENTIALS FOR BUSINESS

High impact toolkit to transform your business writing

8 NOVEMBER

## YOU WILL LEARN HOW TO:

- ▶ Make your written communication more impactful and engaging
- ▶ Write with confidence and build skills to write clearly and concisely
- ▶ Understand common writing mistakes and how to avoid them
- ▶ Plan and tailor your writing to your audience

## EXPERT FACILITATOR



Adrian Cropley OAM, FRSA, IABC Fellow, SCMP  
Founder Director  
Centre for Strategic Communication Excellence

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## ABOUT THE EVENT

Research reveals that poor communication is the culprit for 70% of corporate errors, and that improving your communication skills may see as much as a 25% increase in productivity.

Developing your written communication skill-set is essential to succeed in today's increasingly fast-paced and technologically varied business environment. It's part of everyday life, yet many of us feel unsure about the correct etiquette and how to strike the right professional tone. In business writing, the language is concrete, the point of view is clear, and the points are well expressed, and learning how to write clearly and concisely will make you more impactful in your role.

This course is designed to show you the essentials of effective, efficient business writing and produce documents that are accurate, clear and concise. You will learn how to write in a concise, compelling manner that gets to the heart of the point with speed and clarity and how to apply these skills across a range of common platforms, channels and formats, including email correspondence, proposals, complaints, internal and external communications and preparing business cases, official business documents.

## YOUR FACILITATOR

A certified strategic communication management professional and past global chair of the International Association of Business Communicators (IABC), Adrian Cropley is widely recognised as one of the world's foremost experts in strategic communication. He is the founder of the Centre for Strategic Communication Excellence and CEO at Cropley Communication. With a career spanning over 30 years, Adrian has worked with clients all over the world on major change communication initiatives, internal communication reviews and strategies, professional development programs, and executive leadership and coaching. Adrian is currently board advisor for IABC in Victoria, international fellow selection committee and is on the RMIT University advisory board for the PR degree was named a Fellow of the IABC in 2020.



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IABC Fellow, SCMP**  
Founder Director  
**Centre for Strategic  
Communication Excellence**

## DAY ONE

### Written Communication 101

- ▶ Explore a range of communication styles and how it will help when using written communication
- ▶ Understanding and segmenting your audience
- ▶ Creating key messages and incorporating them into your communication
- ▶ Defining the best written media for your communication

### Business writing channels and message formats

- ▶ The basic structure of agendas, emails, business letters, proposals and reports
- ▶ The importance of grammar and punctuation
- ▶ Business writing Do's and Don'ts - email etiquette
- ▶ Using clear, concise and inclusive language with the right tone of voice

### Writing for impact and influence

- ▶ How to communicate with your reader in mind for impactful engagement
- ▶ Set clear objectives and build a logical structure
- ▶ The importance of planning, drafting, editing and proofreading
- ▶ Communicate key messages with the right level of detail

### Writing for different purposes

- ▶ How to respond to get what you want from to stakeholders
- ▶ How to handle difficult complaints and communications
- ▶ Writing in practice: Interactive practical exercise application of skills learnt

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Organisation Name

Address Suburb State Postcode

Booking Contact Information

Title Full Name Position Email Phone

 Delegate Information

# Title Full Name or TBA Position Email

1  
2  
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8  
9  
10 Your Investment

## Options (per person)

Qty	Rapid Action Rate Register and pay by 27 July	Value Plus Rate Register and pay by 17 August	Super Saver Rate Register and pay by 9 September	Early Bird Rate Register and pay by 29 September	Standard Rate
Workshop	\$1195 + GST = (\$1314.50)	\$1295 + GST = (\$1424.50)	\$1395 + GST = (\$1534.50)	\$1495 + GST = (\$1644.50)	\$1595 + GST = (\$1754.50)

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