

# BUSINESS WRITING



## Introduction

Through technology everyone in the workplace has become a writer and writing is a highly visible skill. Most organizations produce an increasing amount of written communication in the form of emails, reports, proposals and websites.

When you send an email or other written communication, it is out there for people to see and the communication must therefore be clear, concise and easy to digest.

Good business writing saves time and money. It prevents mistakes and helps solve problems. It bridges time zones and culture gaps, connecting people.



## Course Outcomes

Delegates will have a better understanding of:

- The value of good written communication
- The four "C"'s of writing
- The difference between writing in a passive and active voice
- The proper format for memos, letters, reports and e-mails
- Email etiquette
- The importance of spelling, proofreading and use of proper grammar
- The use of practical language
- The readability index

## Target Audience

This course should be attended by staff who want to refine or improve their business writing skills.

## Course Duration

1 day

## Course Fee

R 1,250 VAT Incl.

R 750 (WHC Divisions)

## Venue

1<sup>st</sup> Floor Training Room, Wits Health Consortium (Pty) Ltd  
8 Blackwood Avenue, Parktown, 2193

Special requests will be considered, subject to viability.

## Booking

Please contact Melody Maddocks or Janine Roper.

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