



## BUSINESS WRITING

### VENUE

Ground Floor Training Room  
31 Princess of Wales Terrace  
Parktown, Johannesburg, 2193

Courses are also offered in Durban on a regular basis.

On-site training for groups of 20 or more will be considered, subject to viability.

### COURSE FEE

R 1,330 incl VAT(Non-WHC)  
R 800 excl VAT(WHC Divisions)

### COURSE DURATION

1 day (Start and end times may vary slightly, confirmation will be provided on registration)

### BOOKING

Please contact us at:  
+27 11 274 9256/9327/9200  
training@academicadvance.co.za  
<http://www.academicadvance.co.za>

### 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 OUTCOME

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.

