



DEVELOP YOUR BUSINESS WRITING SKILLS

Plan and structure a business communication which engages your audience and captures the right message

DID YOU KNOW?

7.3 million Australians have problems with literacy

Australian Bureau of Statistics, October 2013

44% of Australians have a level of literacy proficiency below the minimum to operate effectively in the workplace and society

The Herald Sun, January 2016

Meeting the challenge of effective email and letter writing requires a written expression your customers and colleagues can clearly and easily understand.

This eMatrix course will teach you to construct your emails and letters in a simple, clear and concise way which avoids the trap of quoting corporate jargon.

LEARNING OUTCOMES

LETTER WRITING:

- Plan and structure a business letter
- Understand the concept of plain English in writing
- Use positive language and effectively construct sentences
- Choose an appropriate tone and register, proof read and edit
- Capture the right message to promote a positive outcome

EMAILS:

- Professionally conduct yourself when corresponding by email
- Identify the “no-no’s” of email etiquette and correct your emails accordingly
- Read your email in the “eye of the recipient” before sending
- Minimise the inefficiencies of email usage