

Business writing course adds efficiency and effectiveness

Most businesses invest a significant amount in training staff.

Such investment is not surprising, because staff represent the company. Your customers and all your stakeholders mostly judge your company on the performance of your staff.

Common training programs include presentation skills, sales skills, time management, finance for non financial people and the list goes on. But most businesses forget about writing.

It is not often that you hear of a [business writing course](#). Yet writing is done every day and is a fundamental form of presentation in most businesses. Plus, when they sit down to write, many people in business suffer from mental blocks, many have trouble organising their thoughts and others just hate writing.

The reality is that the professional image of your organisation is profoundly affected by the way your people write. That's why a business writing course is so important.

After attending a business writing course, most people can significantly improve their writing very quickly.

There are three major areas that any worthwhile business writing course must address.

- Sentence length - shorter sentences are clearer;
- Varying sentence length - your writing is immediately more interesting if the length of sentences varies;
- Simpler words - you communicate better when you use them.

These things do not come naturally to many people. In addition, today we suffer a major problem relating to clutter. There is generally too much information in most business documents, and writers tend to load their sentences with unnecessary words and complex thoughts.

Within a properly constructed one-day business writing course, attendees should be able to come to terms with all the generally accepted practices in business writing. These include:

- Writing concisely;
- Using bullets and headings;
- Employing plenty of short sentences;
- Keeping paragraphs brief; and
- Getting to the point quickly.

A credible business writing course will provide valuable check lists that attendees can use long into the future. For example, a check list for ensuring that writing is focused and in a logical order, such as:

- Is my writing in a logical and effective order?
- Does it follow a sequence that makes sense to my audience?
- Do my ideas relate to one another?
- Is the document focused or does it include unnecessary information?

Then there are reminder questions for ensuring that you use simple words and expressions, such as:

- Are there expressions in the text that some readers may misunderstand?
- Are there any unnecessary long or unfamiliar words?
- Does the text contain clichés, buzz words, trendy phrases, acronyms or jargon?
- Are abbreviations spelt out in full where they appear for the first time?

Your ability to communicate successfully in writing is fundamental to business efficiency and effectiveness.

A business writing course emphasises the importance of the target audience when planning, writing and designing various business documents. Attendees are made aware of essential business writing techniques and given the chance to practice with the help of a qualified trainer.

As with all training, investing in a business writing course is a long term investment in your own future or the future of your team. It can pay rich dividends over the longer term.

About the Author

Action Words is premium [business writing](#) company in Melbourne. Action words not only offers business writing and letter writing, but also business writing courses and [SEO](#) copy.

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