



Business Writing Skills (Advanced)

National Competency Standard (BSB)
BSBWRT401 Write complex documents



This course is presented in an IT training room using PC workstations.

Aim

This course builds on material presented in NDA's *Business Writing Skills (Basics)* course. It teaches how to plan, structure, write and edit credible and convincing documents – including reports, proposals, training manuals, tenders and grant applications.

Audience

The audience for this course is anyone with responsibility for producing reports or proposals of any kind.

Prerequisites

We recommend that people attending this course should have previously attended NDA's *Business Writing Skills (Basics)* course or have equivalent skills.

Duration

One day.

Course Outcomes

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| 1. Understand the significance of good business writing. | 5. Overcome writer's block. |
| 2. Be clear about your aims and objectives. | 6. Write to the needs of your audience. |
| 3. Be creative in identifying persuasive content. | 7. Use correct punctuation. |
| 4. Create logical document structures. | 8. Revise text and edit text effectively. |
| | 9. Achieve polished and professional presentation. |

Optional Assessment

This is a nationally recognised training program. Participants who successfully complete the optional assessment component of this course will receive a Statement of Attainment for the unit of competency outlined above (additional fee applies). Participants who choose not to be assessed will receive a Certificate of Attendance. Exercises completed during the course will be used as evidence towards unit competency.

Course Content

Course overview

The structure of a formal report

- Front matter
- Main text
- Back matter

Different types of report

- Writing to inform
- Writing to persuade

- Using keywords to persuade

How to prepare a business document

- Write down your aim
- Start with prewriting
- Organising information
- Overcoming writer's block
- Achieving continuity in your writing
- Summary

How to write for business readers

- Be concise
- How to write effective paragraphs
- How to check the readability of your work
- Use active rather than passive verbs
- How to use correct punctuation
- How to use the comma
- How not to use the comma
- How to use the colon
- How to use the semicolon
- How to use dashes
- How to use abbreviations
- How to use bulleted and numbered lists
- Summary

How to revise and edit text

- How to revise text
- How to edit text
- Summary

How to write persuasively

- Use keywords to engage readers
- Display conviction
- Quantify costs and benefits
- Present the data professionally
- Summary

Appendix A: Word processing reports

- What is a long document?
- Achieving word processing goals

Appendix B: Writing proposals

- Know your client
- Know your competition
- Know your weaknesses
- Know the assessment process
- Reading a Request for Proposals
- Focus on client needs
- Define the scope
- Establishing credibility
- Include a covering letter
- Final checks before submitting a proposal

Appendix C: Writing grant applications

- Writing a grant application

Glossary