

## Business Writing and Communication

The increased pace of the digital world, combined with the use of electronic technologies such as e-mail, PDA's and PowerPoint has changed the way we communicate, and not always for the best. Pressure and stress continue to erode the cool mental presence required to clearly communicate a message, whether by word or by action. Well thought-out proposals, clear messages and attention to detail are losing ground as people struggle to keep pace with their inbox..

The Business Literacy program from Bristall Morgan seeks to re-establish best practices of communication in all its forms. This is not just a course in Business Writing, instead it's a customized system by which people can improve the creation and dissemination of information, and yield more effective results (sales, leadership, cost-effectiveness).

We use extensive assessment and curriculum construction, followed by customized support and review to ensure the development of permanent best practices.

The course draws from two main topics and is constructed according to your needs:

### **The Principles of Effective Written Communication**

- Defining a key issue/purpose
- Knowing the audience
- Developing the idea
- Choosing the correct medium
- Outlines and Planning
- Tone
- Obstacles
- Creating the message
- Layout and design issues
- A painless grammar refresher
- Proofing: techniques

### **Technologies and Techniques:**

- Business Letters
- Memos and informal short reports
- Reports, including using executive summaries
- Proposals
- Technical Writing
- PowerPoint Presentations
- e-Mail procedures and etiquette
- Voice-mail
- Speeches
- Press Releases
- Specific Message Types (The Direct Request, The Persuasive Message, etc.)