



the **Management Development** **Institute**

business and management education since 1981

A: Chatswood, NSW, 2067
T: 1300 88 48 88
F: 1300 88 60 88
E: training.manager@tmdi.com.au
W: www.tmdi.com.au

Business Writing

Code: CT90-706

Duration: 1 day

Series: Business Communication

Writing skills

Basic writing skills
Effective sentences and paragraphs

Letter proposals

Writing a letter proposal
Visually appealing proposals

Writing specific messages

Business letters and reports
Writing opinionated messages

Formal proposals

Structuring formal proposals
Visual elements and editing

Understanding proposals

Proposals
Client-focused proposals

By completing this course, participants will learn how to:

- ✚ Improve writing skills by using writing guidelines and following the writing process to write effective sentences and paragraphs.
- ✚ Write effective business reports and letters, e-mail messages, and opinionated messages such as apology letters, negative messages, and persuasive messages.
- ✚ Write various types of proposals and keep them focused on the client.
- ✚ Create a letter proposal and add formatting to make it visually appealing.
- ✚ Create a formal proposal and add visual elements to it.

Prerequisites: None