

Effective Business Writing

with Graeme Philipson

**A one day hands-on workshop for anyone
who needs to write effective English**

This course will teach you:

- How to write clearly and effectively
- How to get your ideas across persuasively
- How to make writing easier
- How to avoid common mistakes of punctuation, spelling and grammar
- The importance of style, as well as content
- ... and much, much more.

**Learn the secrets of effective written
communication from one of Australia's
top technology writers.**

Graeme Philipson is one of Australia's most experienced technology journalists. Over a twenty year career he has become Asia-Pacific's best known and most respected IT market analyst, speaker and writer.

He was founding editor of *MIS* magazine, editor of *Computerworld Australia*, and was a Research Director for leading analyst company GartnerGroup.

He writes a weekly column on IT Trends for *The Sydney Morning Herald* and *Melbourne Age*. He has written more than 30 reports and books on the international IT industry.

www.philipson.info

Do you suffer from graphophobia?

Are you afraid of writing?

The written word is still the most important form of business communication. Business letters, emails, short and long memos, sales and marketing reports, instruction manuals, newspaper and magazine articles – we read them every day, and often we have to write them.

Yet most of us are afraid of writing, and it shows. Most of us would rather not do it. Surprisingly few people have ever been taught to write properly. Schools teach the rudiments, but by the time we have reached senior high school or university, our teachers assume we have already been taught how to write.

But at no stage in modern education are we actually taught the best ways of expressing ourselves in writing. Most people enter the workforce woefully unprepared for the sort of writing they will have to do in a business world that still largely runs on the written word.

It is difficult to succeed in today's competitive environment without a clear grasp of all the skills of communication. There are many courses that teach public speaking and sales skills, but there are few that teach people how to write. Especially business people.

This one-day workshop, by one of Australia's leading business and technology writers, will show you how to write effectively for business. You will learn the tips and techniques for getting your message across clearly and persuasively. You will learn to recognise common mistakes, and how to avoid them. You will learn how to make your letters and reports look good, as well as convey the right message.

The course examines the structure of written communication and how to use it to your advantage. The emphasis is on the practical, and on maximum usefulness. All points are illustrated by examples from the real world, giving you skills you will be able to use immediately – and for the rest of your life.

Banish graphophobia forever! Make the written word your friend, not your enemy. Good writing is essential to success, especially in business. Let this course be your starting point. Remember:

“It is the writer's responsibility to be clear. It is not the reader's responsibility to understand”

Tailor the Course to Suit Your Organisation's Needs On-Site or Off-Site

This standard course may not be suitable for everyone. The content can be tailored to suit the needs of different individuals and organisations. The course can be conducted on your premises or off-site, for any number of students up to twelve

Course Outline

The Elements of Good Writing

- Why write well?
- Writing in Plain English
- The common features of business communication

Planning Your Document

- What are you trying to achieve? What is the desired outcome?
- Who is your audience?
- How to put yourself in the mind of the reader
- What do writers have to think about?
- Organising your material
- "Writer's block" and how to overcome it – how word processors help

Common mistakes (and how to avoid them)

- Apostrophe man strikes again
- When to use its and it's
- The correct use of commas
- Consistency of tense
- Singular and plural pronouns
- Using active voice (and when to use passive)
- Common spelling mistakes

The Structure of Written Language

- The importance of structure
- How to use structure to your advantage
- Sentence structure
- Paragraph structure
- Document structure

Writing Well

- Active writing
- Clichés and useless words
- Words and phrases to avoid
- Words and phrases often misused
- The right words – and the wrong words
- When not to use adjectives and adverbs

- Handling technical language – when to use jargon, and when to avoid it
- What style is, and how to use it
- Formal and informal writing
- Simple rules for non-sexist language
- The ten simple steps to writing well

Types of Document

- The structures of different documents
- How long should your document be?
- Business letters – the start, the middle and the end
- Memos
- Faxes
- Emails
- Short reports
- Longer documents

Writing and the Computer

- Email etiquette
- How to get the most from Microsoft Word
- Spell checkers and grammar checkers
- Tricks with printers
- Voice recognition systems
- Different file types
- Online help

Design and Production

- Why design is important
- How to make any document look good
- The importance of margins and white space
- Fonts and typefaces
- The role of colour
- When to use images
- Bullet points and breakout boxes
- Production – printing, binding, etc.


Revising and Editing

- How to edit – A checklist for effective revision
- The Fog Index and other readability rules
- Reference tools
- Where to go from here


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GRAEME PHILIPSON



Graeme Philipson is one of Asia-Pacific's most experienced business and technology journalists. He is known for writing clearly and concisely, and for making difficult subjects easy to understand

He writes a weekly opinion column on IT trends for *The Sydney Morning Herald* and *Melbourne Age*, and is editor of CCH's 700 page *Australian Guide to eBusiness*, published in November 2001 (2nd edition July 2002). He has been editor of *Computerworld Australia* (1988-89), columnist in the computer section of *The Australian* newspaper (1993-97), Asia-Pacific correspondent for *Software* magazine of the USA (1991-95), and founding editor of the *Australian Apple Review* (1983).

He has written over 1000 articles and columns on information technology for many publications around the world. He has also written more than 30 published market research reports on the international IT industry, and has conducted many proprietary market research studies for vendors and computer publications.

In 1992 he was co-founder of Strategic Publishing Group (SPG) and its Strategic Research division. He was the founding editor of SPG's *MIS* (Managing Information Strategies) magazine. SPG operated in Australia, New Zealand, Singapore and India, and was acquired by leading Australian publishing house John Fairfax Holdings Ltd in 1999.

His other research credits include: Senior Associate with the Butler Group (1998 to present), Asia-Pacific Demand Research Director for the GartnerGroup (1997-98), Senior Consultant to IDC Australia (1986-87) and Research Manager for the Yankee Group Australia (1983-84).

Mr Philipson is in demand as a speaker at user and vendor IT conferences, and frequently achieves high ratings for the depth of knowledge and the humour and wit he brings to the subject. He has frequently appeared on radio as a commentator on computers, and has conceived, promoted and chaired many major seminars and conferences on the computer and telecommunications industries.

Mr Philipson has also worked as a travel journalist, computer salesman, computer operator, and librarian. He has a BA in Political Science and Modern History from the University of New England (Australia), and lives in Wollongong, Australia.