

## STEP-BY-STEP GUIDE TO EFFECTIVE WRITING COURSE OUTLINE

<p><b>COURSE CONCEPT</b></p>	<p>Writing is an essential skill that can help you communicate your ideas and thoughts clearly in business and life. Effective writing is more than just putting words on paper. It requires the ability to organize your thoughts logically, and write clearly and concisely with relevant information in language that is appropriate for the reader.</p> <p>By taking the time to master these skills, you will be able to write more effectively, whether you are writing a report for your manager, composing an email to a colleague, or writing a business case.</p>
<p><b>AUDIENCE</b></p>	<ul style="list-style-type: none"> <li>● Individuals seeking a <u>step-by-step</u> guide to write an effective high-quality document with a clear purpose, for a specific audience, following a structure.</li> <li>● Individuals seeking to improve their written communication skills to effectively communicate with individuals and groups.</li> </ul>
<p><b>AIM</b></p>	<p>Develop your written communication skills with a step-by-step process to produce a logical and well thought out document that is well-planned, structured, written, and edited.</p>
<p><b>COURSE CONTENT</b></p>	<p>The course covers the elements of written communication that include:</p> <ul style="list-style-type: none"> <li>● Business documents</li> <li>● Importance of business documents</li> <li>● Characteristics of a 'good' business document</li> <li>● 6 Stages of Writing:             <ul style="list-style-type: none"> <li>○ Planning</li> <li>○ Collecting and researching information</li> <li>○ Organising and structuring information</li> <li>○ Writing (including Effective Writing Skills)</li> <li>○ Editing and proofreading</li> <li>○ Presenting the document</li> </ul> </li> </ul>
<p><b>LEARNING OUTCOMES</b></p>	<p>On completion of the program, you will be able to:</p> <ul style="list-style-type: none"> <li>● Apply the principles of business writing for <i>each</i> document you write to ensure it is high-quality</li> <li>● Develop your writing skills to apply effective writing skills and strategies to produce a high-quality document</li> <li>● Write a range of business documents, including reports and proposals, applying the six stages of the writing process</li> </ul>



- Present high-quality documents that meet your goals and are effective for the reader to action



## STEP-BY-STEP GUIDE TO EFFECTIVE WRITING COURSE OUTLINE

<b>LEARNING ACTIVITIES</b>	<p>The <b>online</b> course consists of the theory with a range of interactive activities:</p> <ul style="list-style-type: none"> <li>● Review a range of business documents to determine how it meets the characteristics of a 'good' document</li> <li>● Individual activities for each stage of the writing process</li> <li>● Questions to consider to write your document</li> <li>● Questionnaires to measure skills</li> <li>● Review your documents at each stage to follow the writing processes to produce a business document</li> <li>● Checklist to review your documents</li> <li>● View video clips with reflections on your learning</li> <li>● Writing an Action Plan to achieve your career goals</li> </ul>
<b>DURATION</b>	<p>Self-paced learning, approximately 3 hours</p>
<b>ADDITIONAL PROFESSIONAL DEVELOPMENT</b>	<p>If you have specific and challenging issues, we can further assist with optional coaching sessions in a one-to-one or a small group session.</p> <p>Upon completing your full course or individual course, we offer ongoing supervision in your practice through our Career Coaching and Training membership program.</p>
<b>FURTHER INFORMATION</b>	<p><a href="http://careercoaching.training">careercoaching.training</a>  <a href="mailto:hello@careercoaching.training">hello@careercoaching.training</a></p>