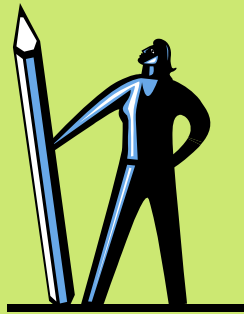


"If it takes a lot of words to say what you have in mind, give it more thought."

*Dennis Roth*



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# Plain English Business Writing

*Writing with purpose, clarity, and ease*

Mitchell Personnel Solutions

## Programme Outline:

This one day program is designed to help you refine your business writing skills and assist you in gaining confidence in the art of Plain English. It includes the following planning and writing strategy tools:

- Mind-mapping
- CARS (Currency, Accuracy, Relevancy, Sufficiency) analysis
- Gunning Fog readability index
- Keep 'em APPI communication styles
- Inverted triangle writing technique

The techniques and strategies gained through this program can be used for all types of business writing including submissions, memos, reports, etcetera

You will learn about:

- What makes business writing effective
- Data gathering
- Understanding the reader
- Organising your data
- Language and grammar (active vs passive voice, common grammatical errors, etc.)
- Document flow
- Headings and dot points
- Tables and graphs
- Editing tips and techniques
- ....and lots more!

*This program is a must for anyone wanting to refine and improve their business writing skills.*

*exceeding expectations*

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