

Business writing for results

A workshop for anyone who has to write as part of their job

Written documents are a fundamental part of the way we communicate with staff, customers and clients. Often we fail to make the most of the opportunities our writing gives us to make a good impression and get people to do the things we want or need them to do. Too often we think that if all the information is present on the page then our job is done. We miss out on the value that can be squeezed from every letter, email, proposal, report and article that we write.

Spend a couple of hours with Zero-21 Communication to find out how, through effective writing, you can:

- Get and hold people's attention
- Get a message across – and have it remembered and acted on
- Convey a professional image
- Be persuasive
- Build stronger relationships.

We'll help you to:

- Overcome your fear of the blank page
- Speed up the process of writing (without sacrificing quality)
- Organise your thoughts and content
- Develop a reader-friendly style
- Write with clarity
- Reflect your organisation's personality and values in your writing
- Avoid common mistakes.



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