



# BUSINESS WRITING EXCELLENCE FOR EAS AND PAS

PROFESSIONAL DEVELOPMENT SERIES

Executive Assistant Academy  
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**OVERVIEW**

**Requirements in terms of written communication have never been higher for EAs and PAs, and their abilities, including their attention to detail, are often assessed based on the quality of their written communication, in particular when representing the office of their executive.**

Learn the main aspects of writing for business purposes in this one day class. The first session covers an introduction to business writing, whilst the second focuses on advanced communication tools and how to gain maximum impact from your communication. This course is designed to incorporate both theoretical and practical elements to ensure optimum learning.

**WHO SHOULD ATTEND**

- ALL EAs AND PAs WHO NEED TO COMMUNICATE EFFECTIVELY AND IN AN APPROPRIATE MANNER WITH BUSINESS LEADERS, COLLEAGUES AND CLIENTS
- ALL EAs AND PAs WHO NEED THEIR WRITTEN COMMUNICATIONS TO BE UNDERSTOOD BY ALL STAKEHOLDERS
- ALL EAs AND PAs ISSUING OFFICIAL WRITTEN INTERNAL AND EXTERNAL DOCUMENTS ON BEHALF OF THEIR EXECUTIVE

**COURSE OBJECTIVES**

- MASTER THE ESSENTIAL RULES FOR COMMUNICATING IN WRITING MORE EFFECTIVELY
- LEARN THE ART OF BUSINESS WRITING TO ACHIEVE A SPECIFIC RESULT

**COURSE CONTENT**

This course is divided into two half day sessions and both courses are taught using a mix of theoretical teaching and instant implementation via practical workshops.

<b>DURATION</b>	1 Day
EAN MEMBERS	\$750 PLUS GST
EAN ASSOCIATE MEMBERS	\$995 PLUS GST
NON MEMBERS	\$995 PLUS GST

**INTRODUCTION TO BUSINESS WRITING :**

**PREPARING YOUR COMMUNICATION:**

considering the recipient, content and timing of your communication, assessing and identifying the desired outcomes from your communication and examining all the available methods of written communication

**DRAFTING YOUR COMMUNICATION:**

in this section of the course we look at message planning and message structuring, sentence structure and focusing on the outcome of the message

**PROOFING YOUR COMMUNICATION:**

during this session we will explore proof reading techniques and the proofing process as well as providing information on grammar essentials, and providing you with constant improvement tools

**ADVANCED WRITTEN COMMUNICATION TOOLS**

This advanced course provides in depth analysis on writing style and structure and examines different styles of communication and how people react and respond to differing types of communication

**PREPARING YOUR COMMUNICATION:**

in this session we look at the psychology of communication, differing work styles, differing reading styles and levels of understanding. We consider how the communication you compose can address these different styles

**DRAFTING YOUR COMMUNICATION:**

here we provide in depth analysis of message structure, syntax and sentence structure, and their impact on the reader. We look at writing styles and their impact, as well as how the choice of words, vocabulary, synonyms and antonyms can effect a communication. We also examine methods of proofing your communication