



WRITING MORE PERSUASIVELY

A 1 day course delivered by Charles Darwin University.

COURSE INFORMATION

This workshop conveys an array of tricks and techniques that can be used to write more precisely, concisely, engagingly, and persuasively. In particular, this workshop comprises both psychological tactics as well as writing principles. For example, did you know, the word “it” tends to diminish the credibility of most sentences?

THIS COURSE IS RIGHT FOR YOU:

If you often need to write as part of your job or studies—such as write reports, advertisements, or articles.

YOUR EMPLOYER WILL BENEFIT BECAUSE:

After completing the course, you will be able to influence the opinions and behaviours of your clients, subordinates, and other stakeholders more effectively. Your suggestions are more likely to be embraced. You will also be able to save time by writing fluently and efficiently.

LEARNING OUTCOMES:

- Use psychological tactics to persuade other people
- Write professionally and efficiently within a limited time
- Write many arguments within a limited space
- Write precisely and unambiguously, avoiding misunderstanding

FOR MORE INFORMATION CONTACT

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