



Australian  
Institute of  
Management

CDU Short Courses

# EFFECTIVE BUSINESS WRITING

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*A 2 day course developed by the Australian Institute of Management and facilitated by Charles Darwin University.*

The Effective Business Writing short course provides you with practical tools and techniques to effectively develop professional business communications. This course will enable you to write structured, high quality and engaging workplace documents.

**THIS COURSE IS RIGHT FOR YOU:**

If your role involves written communication or you're looking to develop your professional writing skills.

**YOUR EMPLOYER WILL BENEFIT BECAUSE:**

You'll be able to consistently produce high quality written communications across a variety of professional platforms.

**LEARNING OUTCOMES:**

- Structure business documents
- Establish a written 'voice' appropriate to your audience and context
- Effectively use language while avoiding pitfalls such as bias and stereotyping
- Create consistency and credibility in your written communications
- Apply editorial and style techniques

**FOR MORE INFORMATION CONTACT**

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