

POWERFUL BUSINESS WRITING

LEARN HOW TO IMPROVE YOUR
WRITING SKILLS TO COMMUNICATE
CLEARLY, EFFICIENTLY AND WITH
IMPACT USING PLAIN ENGLISH
PRINCIPLES

SHORT PROGRAMS

POWERFUL BUSINESS WRITING

Effective writing techniques for reports, business cases and other written communications.

Program date /
Thursday 12 March 2020 – 9am to 5pm

Location / @313 - Level 1,
313 Payneham Road, Royston Park

Who should attend / Officers, Coordinators,
Team Leaders, Senior Managers

Investment /
Members \$420.00 + GST = \$462.00
Non - Members \$525.00 + GST = \$577.50

Register online /
www.lgprofessionalssa.org.au/event-3734091

Registrations close / Thursday 27 February 2020

Scan code to register /



Overview

The Plain English movement was designed to cut through the confusing legalese of important documents in an effort to create clear and coherent communication using common, everyday language that is easily understood by the reader. Incorporating Plain English principles into your work will result in less writing time, shorter documents and enhanced readability.

Even if your role doesn't require a lot of writing, how you come across is crucial to your credibility. The ability to write clearly, precisely, powerfully and persuasively is a key skill that enables you to summarise and present ideas, build relationships and gain commitment to action. It can also demonstrate your knowledge, confidence and professionalism.

This program uses your own writing examples to demonstrate the use of Plain English principles and persuasive writing techniques.

Key learnings

At the end of this program you will be able to:

- ∴ understand and utilise the principles of Plain English writing
- ∴ identify the areas of your own writing that could be improved
- ∴ use techniques including 4MAT and the 7S system to structure your writing for greater clarity and impact
- ∴ understand how to repair, re-write and re-think your writing to improve engagement and persuasiveness.



About Local Government Professionals Australia, SA

Local Government Professionals Australia, SA is a not-for-profit member based association representing professionals working in local government in South Australia. We have the ability to link and connect people from different councils who may not otherwise form relationships or share with each other. Our high quality professional development programs and networking events are uniquely local government – reflective of the culture of the sector and sensitive to the needs of its professionals. The content of our events and programs are informed by our members and people who genuinely care about the sector. We provide a safe and supportive environment in which to grow and learn while creating opportunities to make time away from the office to work on the business or on self. We award and acknowledge achievements of excellence.

Developed by the sector, for the sector

All proceeds from our programs are directly reinvested to further develop the local government sector through continued support of professional networks, events and learning and development initiatives for local government professionals.



More Information

All program queries can be directed to **Kate Staples**, *Manager Professional Development and Networks* at kate@lgprofessionalsa.org.au or **(08) 8291 7996**.

This program is open to registrations from LG Professionals SA members, council employees and employees of regional subsidiaries.

A cancellation policy applies. Please view at: www.lgprofessionalsa.org.au/about-us

SHORT PROGRAMS

CONTACT US
to run this program
IN-HOUSE

POWERFUL BUSINESS WRITING



Program Facilitator

Gary Edwards

Gary is a keynote speaker, coach and consultant who takes business leaders, sales people, entrepreneurs and service staff 'behind the smoke and mirrors' to show them how to build their ability to influence their future.

As a lawyer, magician, negotiator, comedian and speaker, Gary is an expert in the art and science of influence – the key ability that businesses will need to navigate a future where nothing is quite as it seems.

For the past 20 years, Gary has worked with business leaders, entrepreneurs, sales people and service teams who want to survive the challenges of change and build successful, sustainable businesses.

Gary is a member and former State President of Professional Speakers Australia, a member of the Global Speakers Federation, and conducts research at the leading edge of trust-based influence as it applies to leadership, sales and change.