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CLIENTS



What others are saying about our courses.

EDITH COWAN UNIVERSITY

I loved it. I was surprised about how much I learned. I also loved the flexibility of online learning where I could do a lesson when ever I pleased at a time that suited me. I was one of four who completed the course in my work area. There is now frequent open discussion on writing styles and rules within the office... so the learning continues. Well done!

AMBULANCE SERVICE OF NSW

Very impressed! I was shocked at how much I learned in such a short space of time. It is very difficult to enjoy reading the paper now. Every time I read an article I find issues with the way it is written and want to edit it.

INDUSTRY ENDORSEMENTS



WHAT NEXT?

Please send an email to info@businesswriting.biz with your details and leave the rest to us.

How much does the courseware cost?

The price is one fixed and affordable amount plus a small annual licence renewal fee. There are no limits to the number of staff members who can complete the elearning program. Payment terms are negotiable. **Please call Verne, Wendy or Rozanne on 02 9130 6856 to discuss the price.**

What type of online learning is it?

The program is a true online interactive program. Participants get immediate feedback on practice activities and assessments. They don't need to send in assignments or wait for notes to arrive in the mail. All they need is a computer with internet access.

What are the learning outcomes?

DOCUMENT PLANNING PROCESS

Participants learn techniques for *structural clarity*. Specifically, they learn how to:

- use the Planning Model to plan all written work in less than 10 minutes;
- organise topics into a well-structured outline so that the information is reader-focussed, tells a coherent and credible story, and ensures key points are easy to find;
- use parallel patterns to present the document structure;
- review information with a critical eye for relevance, missing elements, or faulty logic and organisation;
- use the Persuasion Model to draw logical and objective conclusions from data and facts, and how to recommend actions based on conclusions;
- write emotional and sensitive documents that avoid negative repercussions and alienation.

GRAMMAR, PLAIN ENGLISH AND PRESENTATION

Participants learn techniques for *stylistic clarity*, what to avoid and what to look out for in their written correspondence. Specifically, they learn how to:

- recognise when writing contains punctuation, case and sentence construction faults, and how to fix them;
- become an accurate word miser (a writer who uses plain English) and write to clarify rather than confuse;
- select appropriate writing styles (including person, voice and tense) for different document types;
- use techniques that improve readability and scanability (including plain English, listings, headings and white space ratio);
- improve a document's appearance to ensure a professional final copy.

What are the features?

Comprehensive:	15 hours of study covering all aspects of professional writing in detail
Flexible:	A stand-alone learning tool for remote learners or a follow-up to onsite training
Individual:	Participants learn at their own pace and in their own time
Well structured:	12 courses, each consisting of a number of lessons and an assessment
Streamlined:	Participants can complete pre-course assessments to evaluate their specific needs
Time saving:	Each lesson is bookmarked when exited, making it easy to resume learning
Stimulating:	Lessons contain well researched lesson text and plenty of practice activities
Easy to use:	User-friendly and suitable for all levels of technical experience
Ongoing:	Printable course notes for reference purposes and continuous learning
Efficient:	Many resources with numerous time-saving templates and example documents
Measurable:	Printable report for each course assessment

How is the courseware structured?

COURSE 1: Planning your document in less than 10 minutes (~2 hours)

Planning helps you decide what you want to say and how to say it. It helps ensure all relevant information is included and the message flows logically. Learn how to plan and structure all types of documents in less than 10 minutes using an easy to use, step by step model for planning. Learn special techniques on how to plan persuasive documents and practise planning a recommendation report.

Lesson 1:	Plan a document using the step by step Planning Model
Lesson 2:	Plan a persuasive document
Lesson 3:	Practice activity
Resources:	Planning Worksheets: Recommendation report, polite request and procedure
Assessment:	Planning Model

COURSE 2: Writing your introduction and closing (~ 1 hour)

All documents need to be clearly divided into three separate sections, the introduction, body and closing. Learn what to include in the introduction and closing and how to draft them effectively.

Lessons 1-4:	Write the introduction and closing
Assessment:	Introduction and closing

COURSE 3: Writing the outline and body (~1 hour)

The body of a document provides the details for the reader in a logical framework that makes the document's message easy to read and scan. Learn how to write the body of your document from the reader's perspective and organise the content with an apparent and systematic structure and substructure. Practise using different techniques to structure information. Learn how to word headings and subheadings to help put information into context for the reader.

Lessons 1 & 2:	Organise content with a structure and check the communication purpose
Lessons 3 & 4:	Produce a reference system and check the outline format
Lessons 5 & 6:	Write a descriptive heading and check the outline headings
Resources:	Long and short report, manual, instructions, periodic report, research and technical reports, letter, memo, fax, email, agenda, meeting minutes, business plan
Assessment:	The outline and body

COURSE 4: Writing your document with tone in mind (~1 hour)

Tone in writing expresses the attitude of the writer about a certain subject at that moment. Learn how to draft your document maintaining a positive, professional and polite tone, even when delivering a negative message.

Lessons 1 & 2:	Write your document with tone in mind
Assessment:	Tone

COURSE 5: Correcting common grammatical errors (~1 hour)

Learn about the four most common grammatical errors and how to check for them and correct them.

Lessons 1 & 2:	Pronoun reference agreement problems and subject verb agreement problems
Lessons 3 & 4:	Vague pronoun and word problems, and dangling and misplaced modifiers
Assessment:	Common grammatical errors

COURSE 6: Checking your word choices and spelling (~1 hour)

Learn to use correct word choices in commonly abused, misused, confused and misspelled words.

Lesson 1:	Check for correct word choices
Lesson 2:	Check for sexist and politically correct words
Lesson 3:	Check for spelling and typing errors
Assessment:	Word choices and spelling

COURSE 7: Editing your punctuation and case mistakes (~2 hours)

Learn how to edit your document according to the rules for punctuating words, sentences, paragraphs and shortened forms. Also learn how to use case correctly and consistently.

- Lessons 1 & 2: Check for the correct use of apostrophes and commas
- Lessons 3 & 4: Check for the correct use of commonly used punctuation marks, question marks and exclamation marks
- Lessons 5 & 6: Check for correct punctuation and case in salutations, closes and shortened forms
- Lessons 7 & 8: Check correct punctuation and case when writing addresses and when using brackets
- Lesson 9: Check for correct punctuation and case when using quotation marks
- Lesson 10: Check for correct use of capitalisation in common and proper nouns
- Assessment: Punctuation and case

COURSE 8: Editing your sentence construction (~1 hour and 30 minutes)

Learn how to edit to ensure good sentence construction and parallel construct in your text. Also learn how to check for correct use of the active voice. Practise editing your document to ensure an overall consistent approach and effective use of person or point of view.

- Lessons 1 & 2: Check for good sentence construction and correct parallel construct
- Lessons 3 & 4: Check for the use of the active voice and tense
- Lesson 5: Check for use of first, second and third person writing
- Assessment: Sentence construction

COURSE 9: Editing your lists (~1 hour and 30 minutes)

Learn the rules for wording, punctuating and using case in bulleted, numbered or general lists.

- Lessons 1 & 2: Check for correct leader sentences and phrases, and for correct parallel construct
- Lessons 3 & 4: Punctuation and case in list items and for correct bullet point progression
- Assessment: Lists

COURSE 10: Checking for sentence sprawl and paragraphs (~1 hour)

Learn how to edit long sentences and to check for precise language (plain English). Practise correcting your document to ensure an absence of complicated vocabulary, long-winded phrases, unnecessary wordiness, redundancy, colloquial language, clichés and repetition of words. Also learn how to check paragraphs for their core idea, logical construction and length, and how to correct any related problems.

- Lessons 1 & 2: Check for short sentences and precise language
- Lessons 3 & 4: Check for correct use of jargon and short paragraphs
- Assessment: Sentences and paragraphs

COURSE 11: Correcting your use of numbers and symbols (~1 hour)

Learn the rules for abbreviating, punctuating, spacing and using case in numbers, digits, telephone numbers, time, currency, common symbols, measurement and dates, and how to check for their correct and consistent use.

- Lesson 1-6: Check for correct use of numbers and symbols
- Assessment: Numbers and symbols

COURSE 12: Editing your document's layout and visuals (~1 hour)

Learn how to edit your document for correct and consistent spacing and page setup including white space ratio, margins, indentations and fonts. Also learn how to check for appropriate use of visuals.

- Lessons 1 & 2: Check for correct spacing and white space ratio
- Lesson 3: Check for correct use of visuals
- Assessment: Layout and visuals