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ONLINE COURSEWARE

Business Writing and Plain English

Three-month **FREE** trial for all your staff

- No obligation
- No contracts
- No risk
- No limit to the number of users

THIS OFFER IS ONLY AVAILABLE UNTIL 8 APRIL 2010

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**Load the SCORM courseware onto your Learning Management System (LMS)**

OR

**Use our LMS as your 'virtual' system (with all the functionality you'll need)**

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**EVEN IF YOU ALREADY PROVIDE IN-HOUSE TRAINING OR ONLINE LEARNING
IN BUSINESS WRITING, PLEASE DON'T OVERLOOK THIS OFFER.**

The online program is a fantastic follow-up or addition to instructor-led training and other online learning programs. Don't replace other services that are working for you – rather add to them.

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### Does the courseware have industry endorsement?

Institute of Chartered Accountants in Australia (ICAA): 15 qualifying hours

Records Management Association of Australasia (RMAA): 15 CPD points

### Is the courseware 'tried and tested'?

There are over 40 organisations that use the online program in Australia.

**CORPORATE:** Includes Telstra, AGL, Macquarie Group, AVIVA, Sensis, CB Richard Ellis, Mutual Trust

**GOVERNMENT:** Includes Ambulance Service of NSW; Department of Education, Employment and Workplace Relations; Department of Ageing, Disability and Home Care; Department of Sport and Recreation; Albury City Council; Australian Sports Anti-Doping Authority

**UNIVERSITY:** Includes Canberra University, University of Melbourne, University of Technology Sydney International, University of Western Sydney, University of Southern Queensland, Edith Cowan

## 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?

### OVERALL OUTCOMES

- Reduce the time it takes to write, review, edit and proofread documents that make a good impression.
- Improve writing confidence.
- Help minimise mistakes caused by the misinterpretation of ambiguous and long-winded information.
- Ensure a consistent and professional *look and feel* to all written work.
- Be aware of how word choices can affect the message and impact on the reader's understanding.

### 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.

## How much does the courseware cost?

The price is based on the total number of employees in the organisation. Instead of paying hundreds of dollars per participant to conduct training for a few employees, you are able to offer business writing training to all staff members – and all for one fixed and affordable amount. Prices exclude GST and payment terms are negotiable.

|                          |                                                |
|--------------------------|------------------------------------------------|
| Up to 1,000 employees:   | \$12,000 (annual licence renewal fee: \$2,000) |
| 1,000 – 5,000 employees: | \$17,000 (annual licence renewal fee: \$3,000) |
| Over 5,000 employees:    | \$22,000 (annual licence renewal fee: \$4,000) |

## 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 an excellent 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
- Time saving:** Each lesson is bookmarked when exited, making it easy to resume learning at any time
- Stimulating:** Lessons contain well researched lesson text and plenty of interactive practice questions
- Easy to use:** User-friendly and suitable for all levels of technical experience
- Ongoing:** Printable course notes for reference purposes and continuous learning
- Efficient:** Resource Library with numerous time-saving templates and example documents
- Measurable:** Printable report for each course assessment

## How is the courseware structured?

Approximate total study time: 15 hours

The online program consists of 12 courses as listed below. Each course contains of a number of lessons and an assessment. Many courses include useful and time-saving resources.

### **COURSE 1: Planning your document in less than 10 minutes**

Estimated duration: 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. Practise using the Planning Model. 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
- Resource: Business Writing Skills Planning Worksheet
- Resource: Planning worksheet: Recommendation report
- Resource: Planning worksheet: Generic polite request and procedure
- Assessment: Planning Model

### **COURSE 2: Writing your introduction and closing**

Estimated duration: 1 hour

*All documents need to be clearly divided into three separate sections, namely the introduction, body and closing. Learn what to include in the introduction (purpose and situation) and closing (next step and polite sign off) and how to draft them effectively.*

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

### **COURSE 3: Writing the outline and body**

Estimated duration: 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. Structuring an effective document outline increases scanability. 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 and how to evaluate if all relevant information/details are included. Learn how to word headings and subheadings to help put information into context for the reader.*

|             |                                                      |
|-------------|------------------------------------------------------|
| Lesson 1:   | Organise content with a structure                    |
| Lesson 2:   | Check the communication purpose                      |
| Lesson 3:   | Produce a reference system                           |
| Lesson 4:   | Check the outline format                             |
| Lesson 5:   | Write a descriptive heading                          |
| Lesson 6:   | Check the outline headings                           |
| Resource:   | Long and short report - structure and notes          |
| Resource:   | Manuals and instructions - structure and notes       |
| Resource:   | Periodic reports - structure and notes               |
| Resource:   | Research and technical reports - structure and notes |
| Resource:   | Letter - example and template                        |
| Resource:   | Memo - example and template                          |
| Resource:   | Fax - example and template                           |
| Resource:   | Email message - example and template                 |
| Resource:   | Agenda - example and template                        |
| Resource:   | Meeting minutes - example and template               |
| Resource:   | Business plan - template                             |
| Assessment: | The outline and body                                 |

### **COURSE 4: Writing your document with tone in mind**

Estimated duration: 1 hour

*Tone in writing expresses the attitude of the writer about a certain subject at that moment. It also expresses the attitude the writer has toward the reader. Learn how to draft your document maintaining a positive, professional and polite tone, even when delivering a negative message. Also learn how to recognise 'trigger' words and make careful word choices to avert negative repercussions.*

|               |                                       |
|---------------|---------------------------------------|
| Lesson 1 & 2: | Write your document with tone in mind |
| Assessment:   | Tone                                  |

### **COURSE 5: Correcting common grammatical errors**

Estimated duration: 1 hour

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

|             |                                      |
|-------------|--------------------------------------|
| Lesson 1:   | Pronoun reference agreement problems |
| Lesson 2:   | Subject verb agreement problems      |
| Lesson 3:   | Vague pronoun and word problems      |
| Lesson 4:   | Dangling and misplaced modifiers     |
| Assessment: | Common grammatical errors            |

## **COURSE 6: Checking your word choices and spelling**

Estimated duration: 1 hour

*Learn to use correct word choices in commonly abused, misused, confused and misspelled words and to check for common spelling mistakes.*

- 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**

Estimated duration: 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.*

- Lesson 1: Check for the correct use of apostrophes
- Lesson 2: Check for the correct use of commas
- Lesson 3: Check for the correct use of commonly used punctuation marks
- Lesson 4: Check for correct use of question marks and exclamation marks
- Lesson 5: Check for correct punctuation and case in salutations and closes
- Lesson 6: Check for correct punctuation and case in shortened forms
- Lesson 7: Check correct punctuation and case when writing addresses
- Lesson 8: Check for correct punctuation and case 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**

Estimated duration: 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.*

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

## **COURSE 9: Editing your lists**

Estimated duration: 1 hour and 30 minutes

*Learn the rules for wording, punctuating and using case in bulleted, numbered or general lists, and how to check lists for correct and consistent use.*

- Lesson 1: Leader sentences and leader phrases
- Lesson 2: Parallel construct in list items
- Lesson 3: Punctuation and case in list items
- Lesson 4: Bullet point progression
- Assessment: Lists

## **COURSE 10: Checking for sentence sprawl and paragraphs**

Estimated duration: 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 for and correct inappropriate use of jargon and shortened forms (acronyms, initialisms and abbreviations).*

*Learn how to check paragraphs for their core idea, logical construction and length, and how to correct any related problems.*

|             |                                                     |
|-------------|-----------------------------------------------------|
| Lesson 1:   | Check for short sentences                           |
| Lesson 2:   | Check for precise language                          |
| Lesson 3:   | Check for correct use of jargon and shortened forms |
| Lesson 4:   | Check for short paragraphs                          |
| Assessment: | Sentences and paragraphs                            |

## **COURSE 11: Correcting your use of numbers and symbols**

Estimated duration: 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**

Estimated duration: 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 and how to correct your visuals' titles, numbering, layout, position and integration into the text.*

|             |                                  |
|-------------|----------------------------------|
| Lesson 1:   | Check for correct spacing        |
| Lesson 2:   | Check white space ratio          |
| Lesson 3:   | Check for correct use of visuals |
| Resources:  | Example letter, memo and fax     |
| Assessment: | Layout and visuals               |

## **What's the next step?**

Please contact me for an appointment, to arrange the free trial or to order the courseware.

Regards  
Verne Ordman