



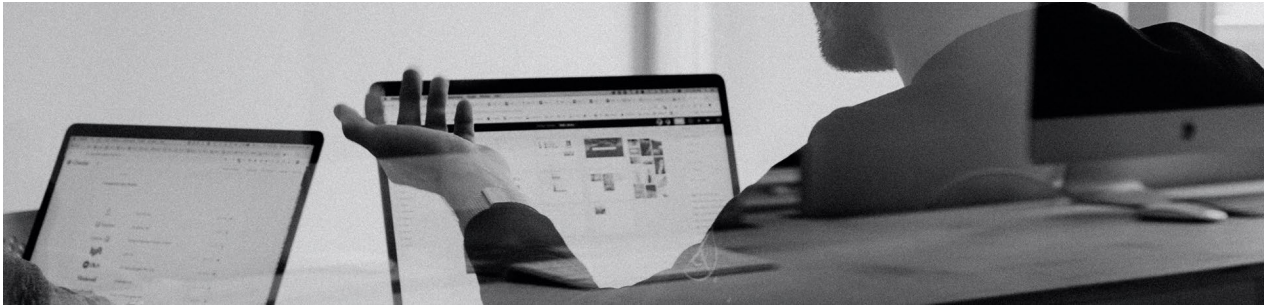
THE UNIVERSITY OF
SYDNEY

Business Writing Course: Masterclass

*Centre for
Continuing Education*

Empower ambition,
Inspire leadership

Business Writing Course: Masterclass



In this reflection-intensive business writing course, we look at what can make or break the structure, logic and persuasive content of business documents that guide high-level outcomes.

We begin by looking at structures and techniques to help you plan more precisely, write more persuasively, and simplify complexity in your business communications. These are critical skillsets for senior professionals who make highly technical content relatable to other decision-makers.

The course is aimed at professionals moving into a leadership phase, who need to address more subtle business nuances and stakeholder needs in their writing. It can be taken independently or in conjunction with the Business Writing Course: Essentials, a more hands-on course aimed at improving everyday efficiencies and interpersonal communications.



Course duration

1 session, 8 hours total



Time

9am - 5pm



Format

Face-to-face
Or Online in real-time



Dates

Browse available
[course dates](#)

Intended audience

Aimed at senior professionals and team leaders who deal with a range of stakeholders, often with the aim to influence a business outcome. It is also useful for professionals who need to guide their team members' writing.

Prerequisites

You do not need to attend [Business Writing Course: Essentials](#) first, but you should understand some principles of good writing to get the most out of this course. If you already start your writing with a message statement, have a system for organising information, understand sentence grammar, and know why active verbs are generally better than passive, you will be able to follow the workshop content quite comfortably.



Upon completion

Every participant receives a University of Sydney certificate of completion.



Aims

This course aims to give you the tools to present logical yet sophisticated arguments, and to support your proposals with a range of evidence. It aims to provide you with clear frameworks to critically review your own work and that of your team.



Outcomes

By the end of this course, you should have greater confidence and skill in writing business documents that must persuade a demanding and highly informed reader. You should be able to:

- use the fill operations available to fill a data series
- plan longer documents based on a clear framework of points
- propose a persuasive and logical argument in writing
- understand the structures best suited to different business communications
- simplify complex concepts with a writing tone that's businesslike but not over-formal
- review written work following a four-step process.



Content

Toolkit

- We begin with a 30-minute refresh of some core techniques covered in the Business Writing Course: Essentials, to ensure everyone starts from the same level of understanding.

Persuasion essentials

- We look at the essentials of persuasive business writing and techniques that support logic. You will analyse several writing samples, then apply the principles to your own writing.

Structure essentials

- Here we explore the grouping and summarising techniques needed to draw key points from multiple sources, such as data sets, anecdotal evidence and technical literature.

Putting it all together

- We now apply the morning's learnings to your preferred writing format, whether a proposal, presentation or business profile. We also look at the subtle differences in tone that characterise each genre.

Grammar and style

- We look at some common grammatical mistakes, and how to fix these at a sentence and clause level.

Review process

- Essential steps to take when reviewing your own or someone else's text.



"I really enjoyed this course. Sometimes it's hard to see how a course may help practically in the workforce, however, I can already understand how I will implement my learnings from this course."

Josephine Clark-Wroe



Delivery modes

- Face-to-face, presenter-taught training
- Online workshop via the platform Zoom

Delivery style

You will learn through a variety of methods including open discussions, group exercises and individual response to mini quizzes.

Materials

A course workbook containing instructions, and best practice examples and exercises is provided electronically.

Recommended reading

Australian Government 2002, *Style Manual*, John Wiley & Sons, Australia.

James, N 2007, *Writing at Work: how to write clearly, effectively and professionally*, Allen & Unwin, Crows Nest, NSW.

Seely, J 2005, *Oxford Guide to Effective Writing and Speaking*, Oxford University Press.

Strunk, W & White, E B 1918, *The Elements of Style*, Harcourt, USA.



Featured facilitator



Stephanie Oley

Stephanie is an experienced business writer and coach who has developed a sound method of teaching concise, jargon-free writing that tells the story and sets clear reader expectations.

Her early career was in government and publishing, before she moved into business writing and coaching in 2006. She has led various writing workshops and programs throughout the government and private sector since that time, including this series of workshops at CCE. In 2013 Stephanie followed her business nose to become partner at Sydney creative agency, The Offices, where she oversees day-to-day proposal writing, content marketing and a range of corporate client writing projects.

Stephanie has a Bachelor of Arts from The University of Sydney, majoring in Linguistics and English Literature, and holds a Cert IV in Training and Assessment. She is a member of the Sydney Chamber of Commerce and volunteers her writing expertise for a number of not-for-profit organisations.



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We recognise and pay respect to the Elders and communities – past, present, and emerging – of the lands that the University of Sydney's campuses stand on. For thousands of years they have shared and exchanged knowledges across innumerable generations for the benefit of all.

Empower ambition,
inspire leadership

For more information

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