

GET IT WRITE™ BUILD CREDIBILITY, SAVE TIME

Level up your business writing

Get It Write has been our most popular course over 20 years. This highly engaging masterclass will refine how you think about your writing. You'll learn how to quickly, clearly and professionally get your messages across to even the busiest people.

This program teaches the essentials of high-quality, effective business writing, but is by no means basic. We always tailor to the standard of your group, whether beginner or advanced.

Who is this program for?

Get it Write is for anyone who needs to efficiently create or edit superior, easy-to-read documents and emails. It's particularly suited to those with a technical background.

Learning outcomes

- * Confidently tackle most business-writing tasks.
- * Apply a selection of powerful communication tools to ensure your emails, proposals and reports are concise, engaging and professional.
- * Understand all critical business-writing concepts.
- * Improve your writing performance at work.

AI baked in



Practical AI tips built into every course.

PROGRAM FOCUS

Prepare

- * Brainstorm quality content quickly
- * Write factual, informational content, e.g. emails, reports, instructions and procedures
- * Write concisely and clearly.

Organise

- * Write professionally and respectfully for different readers
- * Adjust your tone to suit your audience and message
- * Choose the right language, length and style to boost engagement
- * Be more persuasive. Get 'yes' more often
- * Structure large documents to be accessible and readable
- * Get attention with 'read-me!' headlines and subheads.

Write

- * Use 'active voice' to get more impact
- * Adjust layout and formatting to make reading fast and easy, even for skimmers
- * Cleverly drive AI and other writing technology to improve your content, style and correctness.