

# WRITING ROADMAP

eLearning

Designed from Leonie Tillman's  
20 years of experience in teaching  
international professionals to write  
more effectively and efficiently



# **STRONG PROFESSIONAL WRITING SKILLS ARE DEVELOPED BY LEARNING:**

- Structures
- Logical thinking
- Accurate and clear language

ENROL  
NOW



# ABOUT THIS COURSE:

Knowing what to write, how to write and why you're writing it is essential in being an influential and valuable professional in today's marketplace.

When working in another language, writing well does not come automatically. Simply being in the business environment will not get you to writing mastery.

*“Almost everyone finds [writing for one's profession] a chore and wishes he were better at it. And many people are told specifically that they need to improve if they want to progress.”*

*– Barbara Minto, The Pyramid Principle: Logic in Writing and Thinking*

Busy professionals download courses to improve their skills but often never finish them.

That is why we start with five strategies for staying on track with your goals towards professional business writing mastery.

*“I found the contents in the Writing Roadmap course very practical to apply in the real business world. I have learned a lot of useful skills and tips from that course and already applied them when I'm working. Thanks a lot for this fantastic course!”*

*– Enqi X. – IT Business Analyst, A Big 4 Australian Bank*

**Add this course to your onboarding program.**

# COURSE OUTLINE:

## Module 1 – The Style of Language for Writing

- Writing with clarity and conciseness is every reader's desire when digesting information from complex documents to brief emails.
- We start with this module to instil the elements of formal versus informal language, intercultural sensitivity and how to better know your audience so you can get your message across clearly for your reader.

## Module 2 – Reports

- Writing compelling reports that your audience will read with ease relies on clear, logical structures.
- In this module, we introduce a range of structures for writing with influence and the feeling of taking your reader by the hand through a complex problem towards a solution.

## Module 3 – Email Writing Strategy & Tone

- Laying one key message out clearly and concisely is the goal of the email to have the highest success of gaining the desired response.
- In this module, we look at how language changes from report to email writing and why it is important to successfully connect with your reader and get to the point quickly and succinctly.

### Module 4 – Memos

- Memos are commonly used in many larger teams and organisations to update internal staff on events, meetings or on a piece of knowledge.
- In this module, we look at how specific language and structure is applied for the easiest access by a broad range of potential readers.

### Module 5 – Diplomacy and Striking the Right Tone

- When situations are sensitive or could potentially lead to conflict – or worse, drama – you want to make sure you are being diplomatic.
- In this module, we identify the key vocabulary for showing empathy to avoid offending your reader. Managing sensitive situations well is often key to building stronger and trusting relationships.

### Module 6 – Pulling It Together: The Toolbox

- Quick access to resources is essential in today's busy workplace.
- In this module, a range of resources are available for ongoing reference including vocabulary, common grammar corrections, checklists, dos and don'ts, processes, good writing samples and more.

# WHAT THIS COURSE INCLUDES:

- A workbook for ongoing development, structures and practice for use through the course
- Additional bonus appendices for ongoing learning

# WHAT YOU CAN EXPECT BY THE END OF THE COURSE:

- Greater confidence in writing emails, reports, memos and more
- Time saved by using proven structures and strategies for getting your message right every time
- Stronger engagement from your audience as you master writing with greater clarity, conciseness and influence

# YOUR TRAINER:

## Leonie Tillman



Leonie is a corporate communications professional with a background in linguistics, teaching and storytelling. She teaches and advises on intercultural, conflict, communication strategies and the development of training programs within multinational organisations in Australia, New Zealand, China, Singapore, the Philippines, Mexico and across the Middle East.

Born in Sydney, Australia, she lived and worked in France and the Netherlands for five years becoming passionate about the expat experience, intercultural complexities and building effective lines of communication, stronger unity and inclusive language within organisations.

She currently lectures at the University of New South Wales in intercultural communication for international professionals.



# ENROL TODAY

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