

Course Outline | Business Writing That Works

2 day(s)

We all know what good writing is. It's the novel we cannot put down, the poem we never forgot, and the speech that changes the way we look at the world. Good writing is the memo that gets action and the letter that says what a phone call cannot.

In business writing, the language is concrete, the point of view is clear, and the points are well expressed. Good writing is hard work, and even the best writers get discouraged. However, with practice you can feel more confident about your own writing. This two-day workshop will give participants the tools to become better writers.

- Specific learning objectives include:
- The value of good written communication.
- How to write and proofread your work so it is clear, concise, complete, and correct.
- How to apply these skills in real world situations.
- Understanding the proper format for memos, letters, and e-mails.

Course Outline

Why Write? Be Clear

- Writing Clearly
- Individual Exercise

Be Concise

- Writing Concisely
- Rewriting Exercises

Be Complete

- Making Your Writing Complete
- Interview Exercise

Be Correct Word Agreement

- Making Words Agree
- Rewriting Exercises

Active and Passive Voice Sentences and Sentence Types

- Sentences and Paragraphs
- Individual Exercise

Readability Index

- About the Index
- Using the Index

Manners and Courtesy

- Courtesy
- What's My Style?

Practical Language Inclusive Language Sentence Construction Punctuation

- Introduction
- Test Preparation

Writing Business Letters

- Steps to Writing Business Letters

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- Parts of a Business Letter
- Types of Letters
- Dissecting Letters

Writing Effective E-mails

- E-mail Basics
- Managing E-Mail
- E-mail at Work

Spelling and Proofreading

- Spelling Tips
- Proofreading Tips

Writing Memos

- The Anatomy of a Memo
- Acme Funfest

Reviewing Your Writing Writing Challenges

- Personal Action Plan