

Business Writing Fundamentals Design Document

<i>Business Purpose</i>	Sun Inc. is a property management company that owns and operates manufactured housing communities, recreational vehicle communities, and marinas. Sun seeks to build a library of skill building courses for team members to voluntarily upskill or as a complement to an existing leadership program. This course addresses the business' need for skilled business writing whether in Main Office or field roles.
<i>Target Audience</i>	All team members
<i>Training Time</i>	30 minutes
<i>Training Recommendation</i>	eLearning course (Rise)
<i>Deliverables</i>	<ul style="list-style-type: none">• Design document• eLearning Course
<i>Learning Objectives</i>	<p>At the end of this course, learners will be able to:</p> <ul style="list-style-type: none">• Explain the writing process from defining writing goals to editing and proofreading.• Improve your writing style by examining the 3 C's of writing.• Review the do's and don'ts of business writing.
<i>Training Outline</i>	<p>Business Writing Fundamentals</p> <p>I. Introduction</p> <p>II. Welcome and Course Overview</p> <ul style="list-style-type: none">• Importance of effective business writing• Course objectives• Benefits of mastering business writing skills <p>III. Module 1: The Writing Process</p> <ul style="list-style-type: none">• Learning Objective: Explain the writing process from defining writing goals to editing and proofreading.<ul style="list-style-type: none">• Defining Writing Goals<ul style="list-style-type: none">○ Common goals: Inform, persuade, or convey goodwill○ Adapting tone and content to goals• Understanding the Audience<ul style="list-style-type: none">○ Analyzing relationship, knowledge, and perspective○ Tailoring tone and content based on audience• Choosing the Right Communication Channel<ul style="list-style-type: none">○ Comparing email, instant messaging, and reports○ Factors for selecting the best channel (urgency, complexity, formality)• Structuring Your Writing<ul style="list-style-type: none">○ Broad-narrow-broad framework for paragraphs and sentences

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| | <ul style="list-style-type: none">○ Emphasizing key information at the start○ Organizing ideas logically• Editing and Proofreading<ul style="list-style-type: none">○ Differences between editing and proofreading○ Steps for effective review (e.g., reading aloud, changing formats)○ Tips to catch common errors |
| IV. | <p>Module 2: Improving Your Writing Style</p> <ul style="list-style-type: none">• Learning Objective: Improve your writing style by examining the 3 C's of writing.<ul style="list-style-type: none">• The 3 C's: Concise, Clear, Courteous<ul style="list-style-type: none">○ Definitions and significance○ Examples of applying each principle• Tips for Conciseness<ul style="list-style-type: none">○ Eliminating redundancy and wordiness○ Simplifying phrases and avoiding unnecessary modifiers• Tips for Clarity<ul style="list-style-type: none">○ Avoiding jargon and overly complex language○ Using straightforward and audience-friendly vocabulary○ Formatting for readability (e.g., bullet points, short paragraphs)• Tips for Courtesy<ul style="list-style-type: none">○ Writing with empathy and respect○ Crafting polite requests and positive messaging○ Avoiding humor and sarcasm in professional settings |
| V. | <p>Module 3: Business Writing Do's and Don'ts</p> <ul style="list-style-type: none">• Learning Objective: Review the do's and don'ts of business writing.<ul style="list-style-type: none">• Writing Do's<ul style="list-style-type: none">○ Set clear goals before writing○ Select appropriate channels○ Proofread and edit work thoroughly○ Write for the audience's perspective• Writing Don'ts<ul style="list-style-type: none">○ Avoid long-winded sentences and overly complex words○ Don't write without a defined purpose or structure○ Avoid negative, rude, or overly casual tones |
| VI. | <p>Conclusion</p> <ul style="list-style-type: none">• Course Summary and Key Takeaways<ul style="list-style-type: none">○ Importance of defining goals and knowing the audience |

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	<ul style="list-style-type: none">○ Key skills: Organizing ideas, applying the 3 C's, and reviewing work• Final Knowledge Check• Closing Remarks and Congratulations
<i>Assessment Plan</i>	6 questions based on the recommended outlined content. Learners must score an 80% or higher to pass the assessment. Learners will have an unlimited number of attempts to take the assessment.