

# Business Writing

Program Outline



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## Overview

For those who must write as part of their job, being able to write well is a real career boost. Learn how to enhance your organizational profile and capture your thoughts on paper so they are strong and persuasive, but at the same time clear, concise, complete and correct.

## Learning Objectives

- To learn the value of good written communications
- To make writing clear, concise, complete and correct
- To learn how to proofread your work so you can feel confident it is clear, concise, complete and correct
- To provide an opportunity to apply these skills in real work applications.

## Workshop Outline and Methodology

Facilitators use a variety of training methods for each workshop, including large group discussions, individual work and reflection, small group discussions and exercises, case studies and simulations for role play. Videos that are applicable will form a part of some workshops.

Customization will be based on information provided by the human resource department or the individual department prior to the workshop. These will be interactive workshops with a 40/60 split between concept/theory and practical application of skills discussed. Class size should be kept under 20, whenever possible, so each participant will have the opportunity to gain techniques for the types of situations they deal with or expect to deal with.

## Seven General Concepts

- State your purpose quickly
- Update your writing style for today's business environment
- Be specific and concrete
- Be personal and positive
- Avoid overworked words and phrases

## Organizing Information

- How to start writing quickly
- Organize information to help your readers
- "Data dumping" and mind mapping as organizational tools

## Writing Letters

- Salutations and openings that get attention
- Effective transitional sentences and closings
- Personalize your letters to create interest and establish credibility
- How to be positive and convey sincerity
- Write refusal letters with clarity and tact



### Reviewing Mechanics

- Correct grammar, punctuation and word usage
- Using parallel construction
- Proofreading techniques

### Showing Emphasis

- Structure your sentences for greater impact
- Reduce unnecessary story details
- Design your page effectively

### Writing E-Mails, Memos and Reports

- Write simple, to-the-point e-mails
- Create attention-getting subject lines
- How to write a strong lead sentence
- Use a reader-friendly layout to emphasize main ideas
- Best practices of e-mail etiquette