

## Writing for the Business Professional | 2 Days

From informal memos to detailed reports, writing skills are essential for effectively communicating with colleagues and those outside of your organization. Subtle elements, such as the tone that you use, can have a significant impact on the way that your ideas are received and the persuasiveness of your arguments. In this course, you will learn the essential skills needed to organize your thoughts and select the best words and phrases to clearly convey them in writing.

### WHO SHOULD ATTEND:

Professionals desiring to be able to communicate clearly and concisely in their writing.

### JOB ROLES:

Personal Development  
Leader of Teams/Projects  
Leader of Managers/Departments

### OBJECTIVES:

- Awareness of common spelling and grammar issues in business writing
- Basic concepts in sentence and paragraph construction
- Basic structure of agendas, email messages, business letters, business proposals, and business reports
- Collaborative writing techniques, tools and best practices
- Tips and techniques to use when deciding the most appropriate format to use for agendas, email messages, business letters, business proposals, and business reports

### COURSE OUTLINE:

#### Working with Words

Monitoring Spelling, Grammar, and Verb Tense  
Creating a Reference Sheet

#### Constructing Sentences

Recognizing Sentence Parts  
Classifying Sentence Type  
Increasing Readability with Punctuation

#### Creating Paragraphs

The Three Basic Components  
Organization Methods

#### Finding Facts

Identifying and Using Key Resources  
Fact-Finding and Information Gathering

#### Collaborative Writing

Clarifying the Objective  
Collaborative Writing Strategies and Patterns

#### Types of Collaborative Business Writing

Applying Different Construction Techniques  
Cut & Paste, Puzzle, Sequential Summative  
Integrating Construction

#### Collaborative Tools and Processes

Planning and Revision  
Creating Outlines and Storyboards  
Building Team Cohesion

#### Writing Meeting Agendas

Choosing an Agenda Format  
Structuring and Writing the Agenda

#### Writing E-Mails, Reports and Proposals

Addressing Your Message  
Using Proper Grammar and Defining Acronyms  
Structuring, Formatting, and Writing Your Report  
Writing Persuasively  
Proofreading and Editing Your Documents  
Taking Advantage of Peer Reviews

## We Ensure Personal & Professional Growth Through:



### TOPIC-SPECIFIC, REINFORCEMENT MATERIALS TO ENRICH YOUR JOURNEY

Six eBooks and Six On-Demand Courses to Expand Your Professional Growth.