



Business Writing

Writing clearly is an important communication skill. A poorly written document or e-mail conveys a lack of professionalism, can lead to miscommunication, or slow the productivity of a team or organization. This course combines business writing fundamentals with important lessons about how to use e-mail to convey a professional image and enhance the communication process, not hinder it.

Focus

The focus of this session is independent contributors, managers, supervisors and others who routinely communicate via e-mail or produce other written business documents.

Length 8 Hours

Learning Objectives

- Improve written communications by applying the Five Keys to Writing Success
- Use a three-step process to improve writing
- Apply best practices to use e-mail more efficiently
- Decrease writing errors by gaining better awareness of common spelling and grammar issues in business writing
- Improve the quality of writing by consistently using techniques to enhance clarity

Course modules include:

Keys to Writing Success	This module provides the foundational concepts for the course. The keys to writing success include: know your purpose, understand your audience, create messages that are clear and concise, get the mechanics right and match communication mode and message.
Business Writing Fundamentals	Participants learn techniques to improve spelling, grammar, sentence structure and punctuation.
Structure	In this module, participants learn how to structure a document to maximize its impact.
Using the Tools of E-mail	Participants learn current best practices and the importance of the <i>Golden Rule of E-mail</i> .