



## Professional Business Writing

### Overall Description:

This course is designed to help all business professionals who are required to present ideas in writing and who wish to sharpen their business writing skills.

### Course Objectives:

- Learn the optimal business writing process, to write any document at work confidently.
- Use a proven process to plan and write any document.
- Quickly generate and organize ideas.
- Write clearer and more concise documents.
- Spend 30% less time on each document.
- How to write more efficiently and effectively.
- Plan, draft and edit important documents including memos, business letters, reports, and emails.
- Tailor your writing style dependent on the audience and goals of the document.
- Write with purpose, so there is no doubt what the reader's next action should be.

### Course Outline (Content):

#### The “Who” and “Why” of a Written Document

- Writing for the purpose of the document
- Focus on the benefits for the reader

#### Understanding Sentence Structure

- Subjects and predicates
- Recognizing parts of speech

#### Writing Sentences and Paragraphs

- Topic sentence
- Paragraph and sentence length
- Paragraph linking and coherence
- Maintaining consistency of tense
- Using positives vs. negatives

# OUTLINE (Cont.)

- Using jargon and technical terms
- Avoiding common sentence problems

## **Punctuation**

- Period
- Comma
- Comma errors
- Semi-colon
- Colon
- Question mark
- Dash
- Hyphen
- Using apostrophes
- Punctuation common errors

## **Using Illustrations, Numbers, and Capitals**

- Using capitals
- Using numbers
- Using Illustrations

## **The 7 Cs of Effective Writing**

### **The Writing Process**

- Preparing to write
- Organizing your information
- Writing the draft

### **Writing Guidelines**

- Layout
- Content
- Citation and Documentation
- Style

### **Types of Written Communication**

- **Letters**
  - Letters of Persuasion
  - Letters of Complaint
  - Letters of Request
  - Letters of Denying a Request
  - Letters of Recommendation
- **Reports**

# OUTLINE



- The elements of reports
- How to write reports effectively
- Types of reports
- **Memos**
- **Minutes of Meeting**
- **Emails**
  - Email is not an excuse to write poorly
  - Use an appropriate tone and style
  - Parts of an email message
  - Common errors in email-writing
- **Proposals**
  - Purpose of proposals
  - Elements of proposals
  - Construction of a good proposal goal
  - Writing effective proposals

## Who Should Attend?

Managers, Supervisors and all business professionals who are required to present ideas in writing and who wish to sharpen their business writing skills.

## Competencies Covered:

Influencing & Communication for Impact

