

Advanced Business Writing Course Summary

Description

Effective business writing allows you to communicate effectively and appropriately, and helps you get the job done. Your business associates have little patience for writing that is misdirected, missing information, poorly organized, inappropriately worded, overly long or just plain confusing. Even worse, those who do decide to read your writing could easily misinterpret or misunderstand your message. That's why it's worth taking the time to do it right.

This Advanced Business Writing seminar will help you become better communicators. That means you will work more effectively and make life a little easier for your associates. Everyone will appreciate the effort you put into writing appropriately. This seminar will include lecture, practice exercises and discussion. Those taking this seminar will also be provided with a workbook of notes, exercises and references.

Objectives

At the end of this course, students will be able to:

- Communicate more effectively
- Write for the intended reader
- Include the appropriate information
- Organize your writing effectively
- Use the proper wording
- Be concise
- Use plain language
- Write more professionally
- Be more confident about your writing

Topics

- First Things First
- Organizing Appropriately
- Putting it in Writing
- Making it Look Good

Audience

This course is designed for anyone whose work requires them to do a significant amount of business writing.

Prerequisites

There are no prerequisites required for this course.

Duration

One day

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Course Outline

I. First Things First

- A. Keeping your readers happy
- B. Your audience and purpose
- C. The communications vehicles
- D. Finding a template
- E. Researching as needed

II. Organizing Appropriately

- A. The report writer's pyramid
- B. Highlighting your main message
- C. Delaying your main message
- D. Determining your approach

III. Putting it in Writing

- A. Style guides and house styles
- B. Grammar matters
- C. Choosing the right language
- D. Including all the necessary information
- E. Using clear and concise language
- F. Applying plain language
- G. Determining the long and the short of it

IV. Making it Look Good

- A. Looking professional
- B. Displaying the office image