

Business Writing for Impact and Influence

Course Summary

Description

Would you like to write more effectively? Have you forgotten what you learned in school? Would you like to have a greater impact and influence on your readers? Today's business environment relies heavily on the written word. Whether you're answering email, writing a detailed report, or responding to a customer query, your effectiveness will be judged by your ability to write in a clear and concise manner.

Each participant receives a workbook and bibliography of helpful references. Program participants are encouraged to participate in writing exercises throughout the day and there is an opportunity for one-on-one consulting to answer specific questions and evaluate personal writing styles.

Objectives

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

- Communicate in a clear and concise fashion
- Utilize proven techniques to structure your thoughts
- Improve your writing skills in a supportive environment
- Deal more effectively with email messages
- Learn efficient proofreading techniques
- Gain confidence in your writing style

Topics

- Writing as if Your Career Depended on It
- How to Get Started
- Structuring Correspondence
- Additional Topics

Audience

This course is designed for anyone who is required to present ideas in writing.

Prerequisites

There are no prerequisites required for this course.

Duration

One day

Business Writing for Impact and Influence

Course Outline

I. Writing as if Your Career Depended on It

- A. Understanding reader frustrations
- B. Dealing with writer frustrations
- C. A tale of two memos
- D. 6 steps to dealing with writer's block

II. How to Get Started

- A. Understanding your audience
- B. Defining your purpose
- C. Identifying key issues
- D. Choosing the right tone

III. Structuring Correspondence

- A. Requesting information
- B. Making a routine claim
- C. Writing a good news reply
- D. Writing bad news messages
- E. Writing persuasive messages
- F. Drafting the perfect business letter

IV. Additional Topics

- A. Writing with impact
- B. Email hell
- C. Writing for the Web
- D. Checklist of misused words and phrases
- E. Grammar is important
- F. Preparing a formal business report
- G. Using positive proactive language
- H. 3 proven techniques to improve your writing style
- I. The importance of using the active voice
- J. Email messages that get results