

Business Writing for Managers

Course Summary

Description

"Where do I start?" Writing reports, memos, proposals and correspondence can be a challenging task for many managers. Structure, style and grammar are just a few of the stumbling blocks to effective business writing.

In this workshop, you will learn the best structure for writing your reports, memos, proposals and correspondence. You will learn how to quickly generate ideas and organize your thoughts prior to writing. You will learn how the four C's of business writing will guarantee an easily read and understood report, every time.

This workshop is designed for managers at all levels who must write reports or other types of correspondence as part of their jobs. This workshop will teach you how to write in a clear and concise style. It will give you the opportunity to practice writing various types of correspondence and to develop you own personal writing style.

Topics

- Getting Started
- Writing
- Presentation

Audience

This course is designed for managers, supervisors, and team leaders, project managers and project officers, and anyone who must write reports, memos, proposals and correspondence.

Prerequisites

There are no prerequisites for this course.

Duration

One day

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Course Outline

I. Getting Started

- A. Identify the purpose of the writing assignment.
- B. Identify the target audience.
- C. Determine the needs of the target audience.
- D. Quickly generate ideas and points.
- E. Select the appropriate structure for the correspondence.
- F. Determine the "need to know" content.
- G. Write a content outline.

II. Writing

- A. Use precision, style and tone to personalize the message.
- B. Write in a gender-neutral style.
- C. Avoid redundancies, "official" language and jargon.
- D. Use brainstorming, force field analysis and fishbone diagrams to create a logical progression of ideas.
- E. Write using clear, concise and plain English.
- F. Apply grammar and punctuation rules.
- G. Proofread and edit your work.

III. Presentation

- A. Create an "image" for the document.
- B. Select formatting techniques to make the document easy to read.
- C. Use graphics, charts and diagrams.
- D. Select types and fonts to aid readability.