

## Course duration

- 2 days

## Course Benefits

- Recognize and use correct grammar and punctuation.
- Avoid common usage errors.
- Identify words that need to be capitalized.
- Choose the appropriate point-of-view and tense.
- Structure sentences correctly.
- Use proofreading strategies to ensure documents are error-free.
- Use pre-writing strategies to plan a document.
- Write effectively for different audiences.
- Choose the right tone.
- Organize a document clearly and logically.
- Convey negative information professionally
- Apply specific strategies to achieve a goal.
- Understand Email and IM best practices.
- Check a document for qualities like clarity and conciseness

## Available Delivery Methods

### Public Class

Public expert-led online training from the convenience of your home, office or anywhere with an internet connection. Guaranteed to run .

### Private Class

Private classes are delivered for groups at your offices or a location of your choice.

## Course Outline

1. Introduction: The Importance of Proper Writing and Correct Grammar
  1. Why Writing Matters
2. Basic Grammar Rules
  1. Parts of Speech
  2. Nouns
  3. Pronouns
  4. Verbs

5. Adjectives
6. Adverbs
7. Prepositions
8. Conjunctions
9. Interjections
10. Subject and Object
11. Exercise: Parts of Speech
12. Subject-verb Agreement
13. Exercise: Subject-Verb Agreement
3. Hypercorrections and Usage Errors
  1. Common Usage Errors
  2. Who or Whom
  3. Me or I
  4. When to Use "Myself"
  5. Choosing "He" or "Him" and "She" or "Her"
  6. That or Which
  7. Fewer or Less
  8. Exercise: Hypercorrections and Usage Errors
  9. More Commonly Confused Words
  10. Exercise: More Commonly Confused Words
4. Structure
  1. Simple Sentences
  2. Exercise: Simple Sentences
  3. Compound Sentences
  4. Complex Sentences
  5. Compound-Complex Sentences
  6. Exercise: Complex and Compound-Complex Sentences
  7. Parallel Construction
  8. Exercise: Parallel Construction
  9. Run-on Sentences
  10. Exercise: Run-on Sentences
5. Punctuation
  1. Periods
  2. Exercise: Periods
  3. Commas
  4. The Serial Comma
  5. Comma Splice
  6. Exercise: Commas
  7. Colons and Semicolons
  8. Semicolons
  9. Colons
  10. Exercise: Colons and Semicolons
  11. Apostrophes, Double Quotation Marks, and Single Quotation Marks
  12. Apostrophes
  13. Double Quotation Marks
  14. Single Quotation Marks
  15. Punctuation Inside and Outside of Quotation Marks

16. Exercise: Apostrophes and Quotation Marks
17. Question Marks and Exclamation Points
18. Question Marks
19. Exclamation Points
20. Hyphens and Dashes
21. Hyphen
22. Dashes
23. Exercise: Dashes and Hyphens
24. Parentheses and Brackets
25. Parentheses
26. Brackets
27. Exercise: Parenthetical Elements
6. Capitalization
  1. Words That Are Always Capitalized
  2. Exercise: Words That Are Always Capitalized
  3. Words That Are Never Capitalized
  4. Exercise: Words That Are Never Capitalized
  5. Headings and Titles
  6. Exercise: Headings and Titles
7. Point of View and Tense
  1. Point of View
  2. When to Write in the First Person
  3. Exercise: Writing in the First Person
  4. When to Write in the Second Person:
  5. Exercise: Writing in the Second Person
  6. When to Write in the Third Person
  7. Exercise: Using the Third Person
  8. How to Choose the Point of View
  9. Using Correct Tenses
  10. How to Use the Past Tense in Business Writing
  11. Exercise: Past Tense
  12. How to Use the Present Tense in Business Writing
  13. Exercise: Present Tense
  14. How to Use the Future Tense in Business Writing
  15. Exercise: Future Tense
8. Proofreading Your Work
  1. Ensuring Your Writing Is Error Free
  2. Ensuring Consistency in Your Writing
  3. Exercise: Proofreading a Document
  4. Editing for Conciseness
  5. Get to the Heart of the Message
  6. Trim Bulky Wording
  7. Exercise: Editing for Conciseness
9. Conclusion
  1. Additional Resources
  2. Words of Wisdom
10. Major Functions and Forms of Business Writing

1. The Four Major Functions of Business Writing
2. Preparing to Write
3. Exercise: Form and Functions of Business Writing
4. Qualities of Effective Business Writing
5. Using the Qualities of Effective Business Writing
6. Exercise: Identifying the Function and Effectiveness of Business Writing
11. Writing and Communication Guidelines
  1. Consider Your Audience
  2. Exercise: Understanding Your Audience
  3. Anticipate Questions and Reactions
  4. Formal vs Informal Writing
  5. Emphasis of Important Information
  6. Exercise: Reviewing Writing Guidelines
12. Tone and Purpose
  1. Tone in Business Writing
  2. Purpose
  3. Exercise: Understanding Desired Outcomes
  4. Exercise: Understanding Informative and Persuasive Techniques
13. Organizing Information
  1. Organizational Patterns
  2. Exercise: Organizing Information
  3. Organizing Negative Information to Improve Outcomes
  4. Exercise: Check for Understanding: Positive and Negative News
14. Email and Instant Messenger
  1. Email
  2. Email Dos and Don'ts
  3. Exercise: Structuring the Communication for Optimal Results
  4. Instant Messenger
  5. Exercise: Determining Appropriate Electronic Communication Methods
15. Qualities of Effective Business Writing
  1. Clear
  2. Complete
  3. Concise
  4. Courteous
  5. Correct
  6. When to Use Humor
  7. Using the Qualities of Effective Business Writing
  8. Exercise: Using the 5 C's of Business Writing

## Class Materials

Each student will receive a comprehensive set of materials, including course notes and all the class examples.