

## Course duration

- 1 day

## Course Benefits

- 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.

#### **Self-Paced**

Learn at your own pace with 24/7 access to an On-Demand course.

## Course Outline

1. 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
2. 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
3. Tone and Purpose
  1. Tone in Business Writing
  2. Purpose
  3. Exercise: Understanding Desired Outcomes
  4. Exercise: Understanding Informative and Persuasive Techniques
4. 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
5. 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
6. 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.