

Business Writing

7 hours (including breaks)

Learning Goal

In this workshop module, the participants will have the opportunity to apply a format that can be applied to a variety of writing applications including business reports, email, and informational communication. They will focus on using a structure that will help them organize their writing for efficiency and clarity that meets the needs of the reader.

Pre-work- bring a copy of a typical document that the participant writes that is distributed to several audiences

Course Objectives

Successful completion of this course will increase your knowledge of and ability to:

- Implement techniques to effectively write all types of business documents.
- Utilize outlining to plan documents.
- Set the appropriate tone for the message and reader.
- Follow acceptable e-mail protocol.
- Edit and proofread for complete and professional documents.

Course Outline

- **Introduce – Reasons to write well**
 - Review the importance of writing well to be more efficient, communicate clearly, get intended results/actions, and demonstrate personal level of competence.
- **Introduce — Framework for writing**
 - Develop a plan for the writing process that makes it more manageable, efficient and produces desired results.
- **Conduct Activity – Who is the reader?**
 - Identify who is the reader of the document and analyze what is the reader’s perspective about the topic, what pieces of information the reader will need, and what you want them to do with the content that you have provided.
 - Using the document that the participant brings to the workshop they will practice analyzing their readers.
- **Introduce and Practice – What should you include?**
 - Introduce the writing outline by asking Who, What, Where, When, Why, and How?

- Introduce why it is important to determine what you want the reader to do - what action do you want them to take?
- Review a writing example and discuss what is missing from the outline guidelines
- **Introduce and practice how to organize the message**
 - Review the different organizational methods and determine what method is most effective for your example (e.g. Chronological, Priorities, Problem solving, etc.).
- **Introduce setting the tone for your writing**
 - Review the importance for writing in active voice to create a clear and concise message, eliminate wordy phrases, and eliminate company jargon when writing to external readers/clients.
 - Review tips for creating the appropriate tone for the document that you are writing.
- **Identify the type of document you are writing**
 - Identify the typical documents that you write – reports, emails, proposal, memos, and the purpose of the document and tips for etiquette.
- **Practice rewriting the sample document that participants brought with them to the workshop**
 - Participants will continue to work on the document that they brought with them to the workshop.
- **Introduce the importance of editing and proofreading before distributing**
 - Introduce the importance of editing and proofreading for clarity, accuracy, and readability by the intended reader.
- **Discuss Take-aways from Module and Develop Action Planning**
 - Commit to applying best practices to use immediately to improve their writing skills.