



Successful Business Writing Skills

Your staff can learn practical techniques that will dramatically improve your business writing and ultimately your communications skills. The course combines group and one-on-one instruction and tailors each workshop to the needs of the employees.

PROGRAMS OFFERED

- Half-day (3.5 hours) group session and one-on-one meetings
- Full-day (7 hours) group session and one-on-one meetings
- Ongoing follow-up (through phone and email)
- Dedicated one-on-one writing coaching
- Executive level writing workshops

TYPICAL LEARNING OBJECTIVES

1. Learn key principles of business writing.
2. Learn to apply these principles to different types of documents.
3. Identify aspects of your writing that need to be improved - and begin honing skills in these areas.

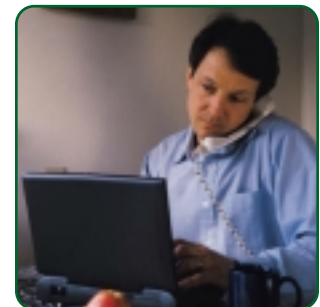
TYPICAL LEARNING OUTCOMES

Upon completing the workshop, each participant will be able to:

- Write more succinctly.
- Write more compelling documents that get to the point and produce the desired results.
- Effectively organize documents so readers can quickly understand the important points.
- Master emails.
- Use proper grammar and style.
- Effectively edit his/her own text.
- Continue honing writing skills using seminar workbook with valuable resources.

RELEVANT TOPICS COVERED

- Be clear.
- Be concise.
- Be compelling.
- Use the right tone.
- Master emails.
- Use proper grammar.
- Focus on documents commonly written by participants.



TAKE AWAYS

- Grammar Resources.
- Handouts and Course Manual
- Notes on your organization's specific writing style



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