

BUSINESS WRITING WITH POSITIVE IMPACT



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ABOUT THE COURSE

Poor business writing wastes time, alienates customers, and can create a negative impression of your organization. You need to avoid these issues. This 1-day Business Writing course is designed to teach you the basics of becoming a better writer. The accompanying exercises will enhance your writing skills and sharpen your language, tone, style, spelling, and punctuation whilst avoiding common grammatical errors.

By the time you complete this course, you'll be better prepared to write clear, concise business letters, memos, emails, and reports.

LEARNING OBJECTIVES

- ➔ Avoiding common spelling mistakes
- ➔ Avoiding common errors in grammar and layout
- ➔ Words that are often confused
- ➔ Proper use of punctuation
- ➔ Proper sentence construction
- ➔ Business writing basics
- ➔ Writing effective emails and meeting agendas
- ➔ Writing effective reports and proposals



DETAILED OUTLINE

Principles of Composition

- ➔ Basic Parts of Speech
- ➔ Avoiding Sexist Language
- ➔ Grammar Essentials
- ➔ Redundancies
- ➔ Recognizing Clichés
- ➔ Synonyms, Antonyms and Homonyms
- ➔ Commonly Confused Words

Punctuation

- ➔ Comma usage
- ➔ Colon, Semicolon
- ➔ Compound Words and Hyphenations
- ➔ Brackets and Quotation Marks
- ➔ The Apostrophe
- ➔ Capital Letters

Creating Paragraphs

- ➔ Creating Effective Paragraphs
- ➔ The Topic Sentence
- ➔ Writing Tone

Constructing Sentences

- ➔ Types of Sentences
- ➔ Fused and run-on sentences
- ➔ Parallel Structure
- ➔ Active and Passive Voice



Carol provided helpful tips and gave real-world examples to the classroom. I would highly recommend this class to anyone who wants to improve their business writing skills. She listened to the classmates and customized the course to our needs. I would love to take more of her classes.

Jia Kimoto – ICANN



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Business Writing

- Know Your Audience
- The Process and Draft
- Organizing Ideas
- Formal vs Informal Writing
- The Business Letter
- Persuasive Writing
- Conveying Bad News
- Letter of Appreciation
- Announcement and Invitation Letters

Writing Effective Emails

- Email Etiquette
- Subject Lines
- Structure
- Proofreading Tips

Meeting Agendas

- The Basic Arrangement
- Choosing a Format
- Writing the Agenda

Proposals and Reports

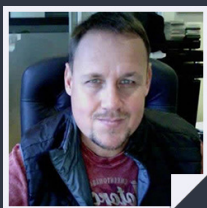
- Design Process
- Formal Proposals and Formal Reports
- Business Proposals
- Memo Reports
- Progress Reports



Carol is amazing. She brings energy that is hardly ever used anymore. No one looks forward to training especially when it takes up the entire day. However, I am very pleased to have attended. Thank you so much!

John Burkhead - HCVT

MESSAGE FROM THE CEO



William J Gee (aka Billy)

Productivity and Communication Specialist

Good business writing still matters in today's workforce. Clear and careful writing not only allows your readers to easily grasp what you are saying, but shows them that you respect them enough to make your ideas highly presentable.

