



Course Outline: Effective Business Writing

Cost: \$1,650.00

Overview:

When questioned about writing skills, one generally responds that their writing is “good enough”. In business though, “good enough” is unacceptable. An opinion is formed of you from your writing; if it is sloppy, one may assume that you are sloppy; if your writing fails to convince your reader that they should care about your message, they won’t care. At worst, a decision may be made that you are not worth doing business with, because of your writing.

So, in this workshop, we aim to help you with your writing so that it gets noticed, is easy to understand, and does not waste your reader’s time. The good news is, that good writing is not innate; it is a skill that you cultivate, and it is with this in mind that, over the next two days, we begin to develop your writing skills.

Objectives:

At the end of this course participants will be able to:

- Identify the reason for your writing
- Know your readers
- Use a four-step process for writing your work
- Identify the reasons for the drafting process
- Recognize when to use graphics
- Review the basics of correct grammar
- Review common forms of business writing
- Receive feedback on personal writing

Audience:

Business professionals who want to improve their writing skills, or those who want to develop a structured format for completing writing projects.



Methodology:

The training approach is based on principles of adult learning with a focus on peer review during all the writing steps presented. The course models a variety of effective training methodologies, including demonstration, practice, discussion, brain-storming, buzz groups, case studies, role play, games, and presentation.

The use of these various methodologies in this interactive workshop ensures that all learning styles can participate and be successful in this event.

Outcomes:

Writers who will be better at:

- Pushing past writer's block
- Motivating readers to act
- Organizing their ideas
- Expressing their main points clearly
- Holding readers' attention
- Striking the right tone
- Avoiding grammar mistakes

Materials:

Seminar Workbook (will be provided).

Participants are urged to walk with their laptops as well as a writing sample for review and feedback.

Course Length:

2 days

Time:

8am – 4 pm

Included:

- Course Materials
- Lunch
- Morning break
- Certificate from Franklin University