

Business Writing: The Basics

Course Overview

We can all recognize quality writing: the novel we can't stop reading; the poem we committed to memory, or the inspiring speech we still remember. Solid writing is like an email that works or the letter that perfectly captures what a conversation fails to.

For writing in the business world, language needs to be concrete. The particular viewpoint needs to be clear, and all ideas must be expressed well. It is hard to produce good writing, even for accomplished writers! Still, with enough practice you can develop confidence with your own writing. That is the purpose of this course.

Recommended for: Those who want to develop their writing skills either professionally or personally.

Format: Instructor-led

Duration: Two days

Learning Objectives

- Learn the importance of strong written communication.
- Learn how to make your writing clear, concise, correct, and complete through good proofreading.
- Use good writing and communications skills every day in your life.
- Know and use the expected format for business writings like memos, letters and emails



Course Outline

Unit 1: Do I Have to Write?

Unit 2: The 4 Critical Cs of Writing

Be Clear

Be Concise

Be Complete

Be Correct

Unit 3: Making Words Agree

Subject, Verbs, and Modifiers, Oh My

Unit 4: Understanding Active and Passive Voice

Unit 5: Working with Sentences and Paragraphs

Unit 6: Writing for Readability

Calculating the Readability Index

Using the Gunning Fog Index

Unit 7: Be Courteous to Your Readers

Courtesy Counts

What Style Suits You?

Unit 8: Get the Wording Right

Can I Break the Rules?

Use Inclusive Language

Unit 9: Sentence Construction Can Get Tricky

Unit 10: Punctuation Pointers

Unit 11: Writing Business Letters

Collecting Your Thoughts – 6 Steps

Parts of a Business Letter

Types of Letters

Taking a Closer Look

Unit 12: Writing Effective Emails

Email Basics

Managing Email

Unit 13: Spelling and Proofreading

Unit 14: Writing Effective Memos

Unit 15: Workshop Review and Recap

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