

Effective Business Writing

Description: After completing this book, you will have the critical skills to improve your spelling, punctuation, usage and style, while avoiding the pitfalls of business writing, and creating persuasive and more effective memos and letters. Ten key techniques for effective communication will help you grow more confident in your ability to express yourself clearly. Good business writing is as important as ever. Being able to recognize and correct problems, avoid redundancies, and define your communication goals are all critical factors for effective business writing.

Days: 1

Unit 1: Back to Basics

- Mastering Spelling, Punctuation, and Usage
- Six Tips for Better Spelling
- Punctuation Pointers
- Word Usage Quiz

Unit 2: Choosing Your Words Carefully

- Sharpening Your Writing Style
- Deleting (Unnecessary) Redundancies
- Forming Parallel Construction
- Recognizing Cliches
- Avoiding Sexist Language

Unit 3: Improving Your Business Writing

- Strengthening Your Memos
- Using E-Mail Effectively
- Ten Tips for a Better Memo

- How to Begin

Unit 4: Writing for Special Circumstances

- Special Kinds of Business Writing
- Conveying Bad News Tactfully
- When the News Is Especially Sensitive
- Writing Persuasively
- Using the Motivated Sequence Outline

Unit 5: Know Your Audience

- Identifying Communication Styles
- Sensor/Action Style
- Thinker/Process Style
- Feeler/People Style
- Intuitor/Idea Style
- Writing to Specific Styles
- Ten Techniques for Effective Communication
- Voluntary Learning Contract
- Answer Keys
- Additional Reading

Upcoming Classes

Sorry, there are no upcoming classes. Feel free to contact us if you're interested in us putting a class together.