



INNOVATIVE MANAGEMENT & PROFESSIONAL TRAINING

Unit 201 Alissta Towers
E-Mail: info_imp@candw.ky

Tel. 943-4678

Fax. 943-4679
www.imptraining.com

BUSINESS WRITING BASICS

Duration: 6 hours

Course Overview

This workshop is for anyone who writes business letters, memos, reports, or uses e-mail communications. In this 6-hour program we will discuss and practice the techniques for effective business writing.

Effective business writing is an essential career skill. It informs, persuades, and motivates your readers; while earning you the credibility and respect you need to build your reputation and that of your organization.

Workshop participants will be involved in case discussions and problem analysis. The workshop will evaluate the problems encountered in business writing and determine the best approach for ensuring that your writing skills are consistently effective.

Course Outline

Effective Business Writing

- The Importance of Written Communication
- Writing for Clarity and Impact
- Writing with a "Reader" Focus rather than a "Writer" Focus
- Recognizing and Eliminating Common Business Writing Mistakes
- Developing an Effective Writing Style

Types of Business Writing

- Business Letters
- Business Memos
- Business E-Mails
- Business Reports

Writing for Special Situations

- Tactful Writing
- Conveying Bad News
- Persuasive Writing

Professional Editing and Proofreading Techniques

Maximum number of participants: 20