

Effective Business Writing

Online course

About this course

Improving your writing skills enhances your productivity and effectiveness: skilled writers can produce more effective documents in less time. Better letters and proposals mean stronger relationships with your customers and better internal communication means more effective and efficient decision-making.

This 4-hour online course shows you how to address the needs of your readers and teaches you a process for creating documents that are clear, concise and persuasive. The skills learned will immediately improve the productivity of writers and their readers.

It's hosted in the cloud, so you can access it from your office, your home or from your tablet.

Who should enroll

Anyone who writes letters, emails or short reports.

What you will learn

In this course, you will learn to:

- Profile your audience and clarify your purpose
- Save time by planning your message
- Draft quickly and easily
- Get right to the point
- Write information-rich headings
- Layout your documents so readers can quickly scan them
- Create flow from idea to idea so readers can easily follow your logic
- Be reader-centered
- Be positive
- Add energy to your writing by being concise
- Use a professional tone—not too formal, not too casual
- Prefer the active voice for greater clarity

What to expect

The course is a mix of interactive learning materials, individual activities and feedback from the instructor. You can progress at your own pace—ignore content you already know and review more challenging content as often as you like. Feedback is built into the online learning materials. You will also get detailed personal feedback from the facilitator when you complete and submit two writing exercises.