

Virtual Professional Business Writing

One day

Skilled writers can create effective documents quickly. Better emails and proposals mean stronger relationships with your customers, and better internal communication means more effective and efficient decision-making.

This virtual course shows you how to address the needs of your readers and how to write emails and short reports that are clear, concise and persuasive.

Who should attend

This one-day course is for anyone who writes emails or short reports to colleagues or external clients. We recommend up to 16 participants.

You learn to

- use a consistent process and framework to quickly generate and organize content
- decide what information and how much detail to include
- state your main point clearly up front, and ask readers for action
- make your structure scannable
- energize your writing by using a clear, concise style
- use a positive tone to build and maintain good relationships
- use templates to give bad news diplomatically and make persuasive recommendations

What to expect

We know that people learn best by doing, so this virtual course gives you many opportunities to practice as you learn. You participate in large- and small-group discussions and receive coaching from your peers and the facilitator. This course combines self-directed and virtual learning with workshoping sessions. The facilitator is available to answer questions and provide guidance and coaching. You use your own documents to assess your writing as we go, and you have an opportunity to revise a document in a culminating activity.

You receive a comprehensive digital manual containing exercises to provide practice, checklists, templates, and examples. You also receive handy tip sheets to help you transfer learning to your work-based writing. You have access to online resources for post-course use.

How you spend your time

Virtual Professional Business Writing (One Day) includes the following activities:

Prework

We provide materials that guide you through steps to create a first draft of either i) a scenario we provide or ii) a document you need to write. The prework shows you how to:

- analyze your reader's needs and clarify your purpose
- plan your content—quickly generate and organize your ideas
- decide what information and how much detail to include
- draft quickly and painlessly

Bring your draft to Session 1.

Session 1: Professional writing skills (9 - 10:30)

Session 1 teaches you the skills you need to revise your draft for structure and style. In a highly interactive virtual session, learn to:

- structure your document—put your main point up front, make your document easy to scan
- energize your writing by using a clear, concise style
- use a positive tone to build and maintain good relationships
- use templates to write the most common types of messages: good news, bad news, recommendations

Spend the rest of the morning applying these skills to your draft OR to another document you want to revise. The facilitator is available on the virtual platform to answer questions and provide coaching.

Session 2: Workshopping (1:30 - 3)

Share your revised document with a small group in a breakout room and give and receive writing feedback.