

Virtual Business Writing Essentials

Six hours

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, correct and professional.

Who should attend

This six-hour 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

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 a workshopping session. The facilitator is available to answer questions and provide guidance and coaching during the self-directed learning portions. 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 receive handy tip sheets to help you transfer learning to your work-based writing. You also have access to online resources for post-course use.

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How you spend your time

Virtual Business Writing Essentials includes the following activities, which we can schedule at your convenience:

Session 1: How to write your first draft (45 min)

You receive your course materials before we meet. We discuss these materials, which guide you through steps to create a first draft of your document. These materials show you how to:

- analyze your reader's needs and clarify your purpose
- plan your content—quickly generate and organize your ideas
- draft quickly and painlessly

Self-directed learning (45 min) Prepare a draft of a document of your choice to bring to Session 2.

Session 2: How to revise for clarity and style (90 min)

Bring your draft and any other documents you've written that you want to review.

In a highly interactive virtual session, learn to:

- structure your document—put your main point up front and 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 the 5Cs template to quickly structure good news, bad news, recommendations

Self-directed learning (90 min) Complete exercises in the manual. Consider your own writing—what do you need to work on?

Session 3: Workshopping (90 min) Share your revised document with a small group in a breakout room and give and receive feedback.