

IN PERSON · ONE DAY

## Business Writing Essentials

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

This course shows you how to address your reader's needs and how to write emails and short reports that are clear, concise and professional. Learn to use AI to save time and improve the quality of your writing.

### 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 15 participants.

### You learn to

- Apply a consistent process and framework to quickly generate and organize content
- Use AI to generate outlines and ideas
- 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
- Remove AI's fingerprints to ensure your documents sound like you

### What to expect

We know that people learn best by doing, so this course gives you many opportunities to practice as you learn. You participate in large- and small-group discussions and activities, and use your own documents to assess your writing as we go. You have an opportunity to revise a document in a culminating activity,

and receive coaching from the facilitator and feedback from your peers.

You receive a comprehensive manual containing practice exercises, checklists, templates and examples. You receive useful tip sheets to help you transfer the learning to your work-based writing.

## How you spend your time

### Write your first draft

Learn to:

- Analyze your reader's needs and clarify your purpose
- Plan your content – quickly generate and organize your ideas
- Draft quickly and painlessly

Apply your learning as you draft a document of your choice. Your facilitator is available to answer questions and provide coaching.

### Revise your draft for clarity and style

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
- Keep your human voice when using AI
- Use the 5 Cs template to quickly structure good news, bad news and recommendations

Complete exercises in the manual to practice your skills. Assess your own writing and revise your draft for structure and style.

### Workshop

Share your revised document with a small group, where you give and receive feedback to take your writing to the next level.