VIRTUAL · 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 virtual 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 virtual 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 virtual course gives you many opportunities to practice as you learn. You participate in large- and small-group discussions and receive feedback 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 coaching during the self-directed learning portions. 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 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

Virtual Business Writing Essentials includes the following activities in two learning modules, which we can schedule at your convenience.

Module 1

Virtual Session 1: 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

Self-directed learning
Apply your learning by drafting a document of your choice to bring to the next session. Your facilitator is available to answer questions and provide coaching.

Virtual Session 2: Revise your draft for clarity and style
Bring your draft and any other documents you've written that you want to review. In an 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
- Keep your human voice when using AI
- Use the 5 Cs template to quickly structure good news, bad news and recommendations

Module 2

Self-directed learning

Complete exercises in the manual to practice your skills. Assess your own writing and revise your draft for structure and style. Your facilitator is available to answer questions and provide coaching.

Virtual Session 3: Workshop

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