

Business Writing Essentials

One-day Workshop

About this workshop

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

This workshop shows you how to address the needs of your readers and how to write letters, emails and short reports that are clear, concise and persuasive. These skills immediately improve the productivity of both writers and their readers.

Who should attend

This workshop is for anyone who writes letters, emails or short reports to colleagues or external clients.

We suggest a workshop size of 12 to 15 participants to allow for individual coaching.

What you will learn

In this workshop, you learn to:

- Use a consistent process and framework to quickly generate and organize content
- State your purpose clearly up front, and ask readers for action
- Decide what information and how much detail to include
- Structure your document so readers can scan it
- Energize your writing by using a clear, concise style
- Use a positive tone to build and maintain good relationships
- Edit your own documents

What to expect

We know that people learn best by doing, so this workshop gives you opportunities to practice as you learn. You participate in both group and individual projects. Use your own sample documents to assess your writing and revise.

You receive a comprehensive manual containing checklists and other job aids plus a handy laminated tip sheet to help you transfer learning to your work-based writing. You also have access to online resources for post-workshop use.