

VIRTUAL · TWELVE HOURS

## Professional Business Writing

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 course is for anyone who writes emails or short reports to colleagues or external clients. We recommend up to 15 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
- Identify and correct common grammar mistakes that erode your credibility
- Practice email etiquette to come across with courtesy and professionalism
- 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 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 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 practice exercises, checklists, templates, and examples. Handy tip sheets help you transfer learning to your work-based writing. You also have access to online resources for post-course use.

## How you spend your time

*Virtual Professional Business Writing* includes the following four learning modules, which we can schedule at your convenience.

### Module 1 (Three hours)

#### **Virtual Session 1: Create 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 for structure**

Bring your draft and any other documents you've written that you want to review. You learn to structure your document—put your main point up front and make your document easy to scan.

## Module 2 (Three hours)

### Virtual Session 3: Revise for style

In a highly interactive virtual session, learn to:

- Energize your writing by using a clear, concise style
- Use a positive tone to build and maintain good relationships
- Use the 5 Cs template to quickly structure good news, bad news, recommendations

### 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.

## Module 3 (Three hours)

### Virtual Session 4: Grammar and punctuation

In an engaging session, learn to fix common grammar and punctuation mistakes that good writers make.

### Self-directed learning

Complete grammar and punctuation exercises in your manual to reinforce learning. Revise your own documents for grammar and punctuation. Your facilitator is available to answer questions and provide coaching.

### Virtual Session 5: Email Etiquette

Learn to practice the rules of email etiquette to engage your readers, save them time and inspire them to take action.

## Module 4 (Three hours)

### Virtual Session 6: Prepare to workshop

Exchange documents with your peers and learn how to review their writing.

### Self-directed learning

Review your peers' documents and come prepared to give feedback about what worked and what could be better.

## **Virtual Session 7: Workshop**

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