



## Business Writing Skills

Excellent communication skills are a requirement today, regardless of job role. This course covers writing emails, client pitches, internal memoranda, credit reviews or presentations to senior management - all requiring clear and succinct writing skills that speak to the recipient in the correct professional tone.

### Available Session(s):

18-Mar-2009 -- 18-Mar-2009    New York    USD \$1575  
NY Institute of Finance -    9:00am - 4:30pm    Wed  
Midtown  
Instructor(s):[Laura Smith Dunaief; ]

### Special Offer

Clients who register for this course will receive a complimentary 6 month subscription to the Financial Times and FT.com. The Financial Times is the world's most respected financial newspaper providing a broad assessment on finance, business and the industrial sector. Subscriptions will start within 6-8 weeks of the application process, and are limited to one per client. For questions about your subscriptions call 800-628-8088 or email [uscirculation@ft.com](mailto:uscirculation@ft.com). US and Canada enrollees only.

### Advance Preparation

No advance preparation required.

### Prerequisites

Participants must be able to speak and write English with native fluency. Participants will be required to provide writing samples for analysis two weeks in advance of the program start.

### Learning Objectives

Students will be able to:

- Identify their audience
- Articulate the goal of a document

- Organize information effectively
- Use precise language
- Avoid writing in passive voice
- Alter sentence structure to add variety to documents
- Identify and avoid common mistakes
- Prepare a plan for improving their own writing capabilities

## **Alumni Comments**

*"Concise"*

*"The instructor was very thorough in her teaching"*

*"Since taking the class I make a conscious effort to be a bit less redundant and get to the point with little fluff."*

*"I have referred to the book several times and find it extremely useful."*

*"I thoroughly enjoyed the class and look forward to taking another one with you."*

**Level:** Basic

**CPE Credits:** 7.0

**Instructional Method:** Group-Live

## **Detailed Outline**

### **The Role of Writing in Business**

- Different forms of business writing
- Goals and strategies for forms of business writing
- Identifying your audience and voice
- Hazards of writing in the wrong form or voice

### **Organizing Your Document**

- Including appropriate information
- Organizing the information
- Incorporating a benefit statement

### **Writing from Strength**

- Choosing an active voice
- Varying sentence structure
- Editing your work

### **Avoiding Pitfalls**

- Failing to make your point
- Bureaucratic-speak or too casual a style
- Negative voice
- Complex sentences

- Common grammatical and punctuation errors

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