



Effective Business Writing/Business Email Skills

As a leader in the global workplace, you must be a skillful communicator, consistently presenting yourself and your organization in a professional manner. Whether your regular communications include emails, client pitches, internal memoranda, or management presentations, you must make a clear, succinct and compelling case that speaks to the recipients in a professional tone that enhances the readers' perceptions of you and your ideas. The techniques discussed and practiced in this highly interactive workshop will help you prepare for your final case study presentations and for writing effectively in today's workplace.

Participants will receive a copy of *The Business Writer's Handbook*. Participants will have opportunities to develop and receive feedback on their own writing samples during the program.

Targeted Audience

The program's global approach makes it suitable for global business owners, managers, supervisors, divisional heads, planning and coordinating professionals, public relations professionals in the financial services or corporate industries. Participants in our program will receive a course completion certificate in order to submit the training for CPE credits to their professional certification authority.

Special Offer

Clients who register for this course will receive a complimentary 4-month subscription to FT.com. The Financial Times is the world's most respected financial newspaper, providing a broad assessment on finance, business and the industrial sector. The move to the electronic version follows an ongoing review of our environmental responsibilities as a global business and as part of the Pearson group. FT.com also has features that are not available in hard copy, such as: Special Reports, Alphaville, editor blogs, education sections and much more! Subscriptions will start within 6-8 weeks of the start of class and are limited to one subscription per client. (Please note: as of May 1, 2011, the electronic subscription replaces the hard-copy 3-month Financial Times subscription.)

Advance Preparation

No advance preparation required.

Learning Objectives

Students will be able to:

- . Identify their audience and an appropriate form for communicating
- . Articulate the goal of a document
- . Organize information effectively
- . use precise and direct language to connect with an audience
- . Identify and avoid common mistakes
- . Prepare a plan for improving their own writing capabilities

Level: Basic

CPE Credits: 14.0

Instructional Method: Group-Live

Detailed Outline

Day 1

The Role of Writing in Business

- . Different forms of business writing
- . Goals and strategies for forms of business writing
- . Your personal/professional brand and the role of writing in enhancing/protecting it
- . Audience and voice - selecting the correct tone
- . Hazards of writing in the wrong form, tone or voice
- . Small group activity and discussion: Case study review from a reader's perspective

Day 2

Homework Assignment Review and Debrief

Using Visuals

- . Deciding when to use visuals
- . Selecting/developing the right visuals
- . Placement options within a document

Revising your Work

- . Unity, coherence and clarity
- . Word choice
- . Grammar and mechanics

Organizing your Document

- . Including appropriate information
- . Organizing and presenting information
- . Incorporating a benefit statement

Writing from Strength

- . Choosing an active voice
- . Varying sentence structure
- . Selecting strong words
- . Small group activity and discussion: Case study review from a writer's perspective

Homework Assignment

- . Aesthetics
- . Proofreading

What about Email?

- . Appropriate uses of email
- . Standing in the email reader's shoes
- . Special concerns for email
- . Bending the rules: what is acceptable?
- . Email writing tips and techniques
- . Individual assignment

Avoiding Pitfalls

- . Failing to make your point
- . Bureaucratic speak or too casual a style
- . Negative voice
- . Complex sentences
- . Common grammatical and punctuation errors

For more information regarding administrative policies such as complaints and refunds, please contact our offices at 212-641-6616.