

Effective Business Writing

2 Days

Write to engage your reader and communicate your message clearly and concisely

Business writing is only effective when it is accurate. Learn how to get the most out of your writing by improving your editing skills and knowing how to minimize your sentences so that they are straightforward and right to the point.

In this workshop, you will learn to write from your reader's perspective, tell your story, and deliver your message so that it is memorable and has impact.

LEARNING OBJECTIVES

After the workshop, you will be able to:

- Recognize the elements of “good” writing.
- Increase productivity by eliminating writer's block.
- Identify and eliminate writing weaknesses.

WORKSHOP OUTLINE

The First Step: Preparation

- Know your audience and be clear about the stakeholder group you are writing for
- Collect the information that you need and research your subject thoroughly
- Break out of writer's block by organizing the components of your message beforehand

Deliver a Clear, Purposeful Message

- Identify the purpose of your message
- Establishing the tone so that your reader is receptive
- Using the active voice to bring clarity and impact to your writing
- Understand why the passive voice is frequently used to poor effect
- Know your grammar, punctuation and usage rules
- Employ editing techniques to improve readability in your own and others' writing

Formatting For Effect

- Make use of checklists to help eliminate embarrassing errors
- Using templates to maintain consistency when writing documents that require a similar “look and feel”
- Formatting tips for making your document stand out
- Take note of a few final steps before printing to spot obvious spelling, grammatical and punctuation errors

Writing Effective Emails

- Compose clear, easily read email messages
- Understand why email is often riddled with errors
- Strategies for writing for the web

BUILD YOUR COMPETENCY IN

- Writing and communicating ideas clearly and concisely
- Explaining complex concepts through the use of plain language
- Writing insightful messages that resonate with your reader

WHO SHOULD ATTEND

- Those who want to produce clearly written text
- Those who would like to learn how professional writers approach business writing
- Those who wish to improve and refresh their writing
- Those who write proposals, reports, articles, speeches, news releases or any kind of business communication as part of their professional duties

HOW TO REGISTER

CALL 1.833.282.6852

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