

## **Business and Report Writing: A Comprehensive Hands-On Introduction - 3 Days**

### **The Art of Clear and Concise Written Communication**

*Course 219 Overview*

- You Will Learn How To**
- Write clear and concise documents to accomplish business objectives
  - Compose targeted messages using a structured business writing process
  - Adapt your writing to your audience's needs
  - Fine-tune language to improve persuasiveness and impact
  - Enhance e-mail communication by creating clear and specific messages
  - Write an effective Executive Summary to communicate key issues in your documents

**Course Benefits** An essential aspect of communication is writing clear, concise, targeted and persuasive text. Achieving the results you want from your e-mails, proposals, recommendation reports, and other business documents depends on your ability to grab your audience's attention and persuade them to act on your ideas. In this course, you develop effective writing skills that convey a credible message and project a professional image. Through practical hands-on exercises, you create compelling and powerful business documents and reports.

**Who Should Attend** Professionals at all levels who want to improve their business-writing skills. Proficiency with the English language is assumed.

**Hands-On Training** Extensive exercises provide practice in building solid business writing skills. Exercises include:

- Identifying your audience
- Drafting for clarity and revising for conciseness
- Constructing successful e-mail communication
- Creating a Prioritization Matrix
- Writing an effective Executive Summary
- Producing a report using an end-to-end writing process

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### **The Art of Clear and Concise Written Communication**

*Course 219 Outline*

#### **Why Good Business Writing Matters**

- Key benefits for the business
- Increasing your business effectiveness
- Identifying key communication problems

#### **Supporting Business Objectives**

##### **The benefits to the writer**

- Enhancing your professional image
- Improving career choice

##### **The business writing process**

- Breaking writing down into a clear process
- Scheduling tasks for completion within a realistic time frame

#### **Planning for Your Audience**

##### **Adapting to audience needs**

- Contextualizing your writing
- Identifying and eliminating barriers between you and your readers

##### **Leveraging different communication styles**

- Deciphering clues to style preferences
- Responding and relating well to your readers

#### **Structuring Your Documents**

##### **Identifying the macro structure of business documents**

- Handling the business document paradox
- Classifying different types of business documents

##### **Developing the micro structure template**

- Recognizing key topics
- Structuring raw material
- Organizing information to highlight gaps

#### **Writing Reports that Address Business Problems**

##### **Recognizing the business impact**

- Defining the criteria for a quality business document
- Identifying the business impact of the problem
- Demonstrating the value of confronting the situation

##### **Recommending solutions**

- Conducting effective research
- Analyzing evidence
- Applying decision-making criteria

- Tying your recommendation to the organization's mission

#### **Highlighting Benefits to Your Readers**

##### **Facilitating your reader's understanding**

- Managing paragraphs using topic sentences
- Incorporating your reader's words
- Avoiding synonyms

##### **Ordering your information**

- Writing effective headings
- Structuring sentences to signal benefits
- Reducing inferential load

#### **Writing to Persuade Your Readers**

##### **Honing your writing to improve persuasiveness**

- Tying your writing to the decision-making process
- Making credible claims
- Avoiding oversimplification
- Substantiating your arguments
- Influencing your audience to value your ideas
- Creating an effective Executive Summary

##### **Presenting information**

- Improving bulleted lists by showing words in tables
- Highlighting alternatives to aid rapid decision making
- Prioritizing business solutions
- Spotlighting your technical strengths
- Countering opposition

#### **Saying What You Mean in E-mail**

##### **Writing clearly**

- Prioritizing your subject
- Differentiating between active vs. passive voice
- Eliminating pronouns and modifiers
- Optimizing word choice

##### **Writing concisely**

- Choosing a style appropriate for audience and context
- Revising to heighten impact
- Drafting and revising

##### **A professional approach to e-mail**

- Respecting readers' time, interest and ability to focus

- Extinguishing flame wars
- Increasing your e-mail response rate
- Crafting subject lines that ensure your e-mail won't be ignored