

Business and Report Writing: Hands-On - 3 Days

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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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