

Advanced Business Writing

Course outline

Provided by: Performance Management Consultants – PMC Training



Reference no. 101-16

Duration 1.00 day(s) | 6:00 hours ¹

Website link <https://pmctraining.com/training/advanced-business-writing/>

Writing That Means Business

Effective business writing helps you get your job done by showing you how to communicate effectively and appropriately. You will learn how to organize your thoughts, use appropriate wording, target your communication, and write clearly. Good business writing brings results, so it's worth learning how to do it well.

This seminar will help you become a better communicator. That means you will be able to work more effectively and make life easier for your associates. Everyone will appreciate the effort you put into writing appropriately.

This workshop will include lecture, practice exercises, and discussion. Those taking this course will be provided with a workbook of notes, exercises and references.

Learning outcomes

By the end of this workshop, you will be able to:

- Communicate more effectively
- Write for the intended reader
- Include the appropriate information
- Organize your writing effectively
- Use the proper wording
- Be concise
- Use plain language
- Write more professionally
- Be more confident about your writing

¹ The course hours reflect teaching time that often correlate with continuing education credits (CEC) or professional development units (PDU). Please check with your profession's governing body, as there is no universal approach.

Workshop topics

First Things First

- Know your reader
- Use house style and templates
- Research as needed

Organizing Appropriately

- Understand how people read today
- Put your message up front
- Use sections appropriately
- Use topic sentences effectively

Putting it in Writing

- Use clear and concise English
- Write effectively
- Ensure you have included the right amount of information
- Understand why good grammar matters
- Construct paragraphs and sentences for maximum readability

Making it Look Good

- Use Word styles to your advantage
- Use your departmental or house style for a coherent look
- Understand why readers need white space

Prerequisites

There are no prerequisites for this course.

Who should attend this course?

Everyone whose work requires them to do a significant amount of business writing.