

# Business Writing for Impact and Influence

## Course outline

Provided by: Performance Management Consultants – PMC Training



<b>Reference no.</b>	122-16
<b>Duration</b>	2.00 day(s)   12:00 hours <sup>1</sup>
<b>Website link</b>	<a href="https://pmctraining.com/training/business-writing-for-impact-and-influence/">https://pmctraining.com/training/business-writing-for-impact-and-influence/</a>

### ***Proven Techniques for Writing Quickly, Clearly and Concisely***

Would you like to write more effectively? Have you forgotten what you learned in school? Would you like to have a greater impact and influence on your readers? Today's business environment relies heavily on the written word. Whether you're answering email, writing a detailed report, or responding to a customer query, your effectiveness will be judged by your ability to write in a clear and concise manner.

Each participant receives a workbook and bibliography of helpful references. Seminar participants are encouraged to participate in writing exercises throughout the day and there is an opportunity for one-on-one consulting to answer specific questions and evaluate personal writing styles.

### **Learning outcomes**

#### **At the end of this workshop, you will be able to:**

- Communicate in a clear and concise fashion
- Utilize proven techniques to structure your thoughts
- Improve your writing skills in a supportive environment
- Deal more effectively with email messages
- Learn efficient proofreading techniques
- Gain confidence in your writing style

### **Workshop topics**

#### **Writing as if Your Career Depended on It**

- Understanding reader frustrations
- Dealing with writer frustrations
- A tale of two memos

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<sup>1</sup> 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.

- 6 steps to dealing with writer's block

### **How to Get Started**

- Understanding your audience
- Defining your purpose
- Identifying key issues
- Choosing the right tone

### **Structuring Correspondence**

- Requesting information
- Making a routine claim
- Writing a good news reply
- Writing bad news messages
- Writing persuasive messages
- Drafting the perfect business letter

### **Additional Topics**

- Writing with impact
- Email hell
- Writing for the Web
- Checklist of misused words and phrases
- Grammar is important
- Preparing a formal business report
- Using positive proactive language
- 3 proven techniques to improve your writing style
- The importance of using the active voice
- Email messages that get results

### **Prerequisites**

There are no prerequisites for this course.

### **Who should attend this course?**

Anyone who is required to present ideas in writing.