



Effective Business Writing

Course Length: 1-day (8:30am – 4:00pm)

Course Cost: \$350.00 plus GST

About This Course

This course is for individuals who need to write clearly and concisely in a professional environment.

Though businesses increasingly rely on technology, technological skills alone do not guarantee success in the workplace. You must still develop your ideas, express them clearly, and persuade others of their viability. This course offers effective strategies to sharpen your writing skills by structuring your ideas logically, exercising diplomacy in letters and reports, and shaping your arguments.

In contemporary business environments, information overload makes it necessary for you to communicate clearly and concisely. Trying to make sense of a disorganized email message can be frustrating given the number of emails you have to answer daily. By analyzing your audience, organizing your writing, and employing effective persuasive techniques, your writing will make an impact.

Course Objectives

In this course, you will organize and write effective business documents. You will:

- Identify techniques to write effective business communication.
- Write electronic communication that is clear, concise, and appropriate in a business context.
- Apply the writing principles you have studied to specific business situations and learn to address the needs of a particular audience.
- Use your writing and diplomatic skills to create formal business letters.
- Use basic persuasive strategies that will allow you to plan and deliver effective proposals.

Course Content:

Lesson 1: Writing Effective Business Communication

Topic A: Write Strong Sentences

Topic B: Organize Your Content

Topic C: Analyze Your Audience

Lesson 2: Writing Email and Other Electronic Communication

Topic A: Write an Email

Topic B: Write Instant Messages and Text Messages

Lesson 3: Writing Common Business Documents

Topic A: Write an Internal Announcement

Topic B: Write a Routine Request

Topic C: Write a Response to Routine Requests

Topic D: Write a Complaint

Topic E: Write a Positive Response to Customer Complaints

Topic F: Write Bad-News Messages

Lesson 4: Writing a Business Letter

Topic A: Write a Business Letter

Topic B: Write a Thank-You Letter

Lesson 5: 50+ Tips for Better Business Writing