

Effective Business Writing Business Skills

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

Course Cost: \$300+ GST

Course Description

Although 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.

Performance-Based Objectives

Upon successful completion of this course, you will be able to:

- ✓ Organize and write clear and concise email and instant messages that are appropriate to your company's business culture.
- ✓ Write effective business communications.
- ✓ Write letters that are clear, precise, and appropriate to your audience.
- ✓ Organize and write a business proposal, complete with visuals, and an executive summary that employ effective strategies of persuasion.

Course Content

Writing Email and Other Electronic Communication

- Organize Your Materials
- Write an Email
- Write Instant Messages

Writing Effective Business Communication

- Analyze Your Audience
- Write an Internal Announcement
- Write an Email Responding to Routine Requests
- Write an Email to Respond Positively to Customer Complaints
- Write Bad-News Messages

Writing a Business Letter

- Write a Business Letter
- Write a Thank-You Letter

Writing Business Proposals

- Persuade Your Audience
- Write an Executive Summary
- Use Visuals