Effective Business Writing, Grammar, & Proofreading

Overview

This one day program focuses on creative communication and the presentation of specialized information in an accessible way to a variety of different audiences who expect clarity, accuracy, and professionalism.

Learning Objectives

- Learn to assess the audience and their needs
- Understand and practice the skills needed to produce professional writing including planning, drafting, revising, and editing
- E-mail etiquette
- Grammar and Proofreading
- Crafting your business documents

Course Agenda (one day)

Module 1: User Centered Design Principles Pre-Planning

- Define your message with the 5 W's
  - What has prompted you to write this document?
  - Why are you writing this document?
  - Who is going to read it?
  - What do your readers need to know?
  - What action do you want your readers to take?
- Know Thy Audience
  - Introduction to the three stage process of audience analysis:
    - Development: Identifying your readers and their needs, values, attitudes, context, and how they will use your documents
    - Reading: Review of document by a select audience
    - Action: Utilization, information assimilation, and feedback from stakeholders

Module 2: Creating Writing Pieces

- Core Components and Recommendations for Commonly Used Business Documents
  - E-mail
  - Memorandums
  - Reports
  - International Correspondence
  - Writing with purpose
    - Determining what the document needs to achieve or prove (author's purpose)
    - Establish why your readers need this document (audience's purpose)
    - Identify information readers need to know
    - Utilizing the inverted pyramid structure for structuring your writing

Module 3: Fine Tune Your Writing/Refining the Message
- Persuasive writing elements and recommendations
- Informative writing elements and recommendations
- Creating strong openings and closings for impact and action
- Using active voice in writing to increase clarity and conciseness
- Utilizing parallel construction for impact
- Applying appropriate word choice for maximum understanding
- Suggestions for writing effective paragraphs
- Using transitional words and phrases to help with document flow

Module 4: Practical Proofreading and Editing Techniques
- Standard Written English Review
  - Grammar terminology overview
  - Expressing numbers in writing
  - Modern grammar rules
  - Preposition review
  - Using appropriate punctuation
- Identify common proofreading mistakes
- Review and use of style guides and notation methodologies