



Business Writing For Executives

Course ID #: 7000-045-ZZ-Z

Hours: 14

Delivery Method: Instructor Led, Classroom or Virtual

Course Content

Course Description:

In this course you will cover; basic to intermediate writing skills, effective sentences and paragraphs, business letters, reports, writing opinionated messages, understanding proposals, writing a letter proposal, structuring formal proposals, visual elements and editing as well as e-mail, texts, and the latest word social media technology.

NASBA Information:

Level: Intermediate

Fields: Management Services

CPEs: 14

DoD FM Competencies:

Proficiency Level: Written Communication

DoD FM Competency: Lead Self

Topics:

Module 1: What This Course Can Do for You

- From Procrastination to Power: Writing Painlessly and Well
- Where to Begin to Improve
- Qualities of Powerful Writing

Module 2:

- Overcoming Page Fright
- Getting Started: Strategies That Work When Writing for yourself – or for Your Manager

Module 3:

- Organizing Your Message
 - Get to the Bottom-Line!
 - How to Tell a Bottom-Line Statement from a Purpose Statement
 - Bottom-Lining Exercises
 - When Not to Bottom-Line
 - Organizing the Rest of the Document
- Formatting ideas to Clarify Your Message
 - Write Headlines That Help
 - Use “Chunking” to Organize Your Thoughts and the Page

- Chunking Exercises
- Use Tables, Graphs, and Other Visuals to Give the Big Picture Fast
- Use Slides to Aid to Your Oral Presentations
- Summary of Techniques That Showcase Your Ideas and Reveal Your Knack for Organizing
- Structuring Your Sentences – to Clarify Your Intent and Add Style
 - Combine Sentences to Create Emphasis and Eliminate Wordiness
 - Combine Sentence to Present Ideas of Parallel Importance
 - Focus on Emphasis
 - Focus on Eliminating Wordiness
 - Vary Sentence Length to Create Rhythm
 - Eight Ways to Add Emphasis and Elegance to Sentences



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Module 4: Choosing Your Words Wisely for Conciseness and Consideration

- Getting Rid of Sentence Clutter
 - Cutting Out Ten Forms of Clutter
- Tempering Your Tone
 - Considering Your Reader, Yourself, and Your Tone
 - Avoiding the Negative by Accentuating the Positive
 - Delivering Unpopular Messages
 - Using Humor
 - Banishing Bias

Module 5: Getting It Right: The Basics of grammar, Spelling and Proofreading

- Grappling with Grammar
 - The Seven Deadly Sins of Grammar
 - Bungle Rules
 - FAQs About Grammar and Their Answers
 - Formal Grammar Rules You Can Bend
- Spelling: Yes, It Still Matters
 - What If You're a Lousy Speller?
 - Easily Misspelled Words
 - Forming Plurals from Our Strange Language
- 2 B or Not 2 B a Social Media Zealot

Module 6: Writing Quickly and Well

- Deadline Writing: A Process for Getting It Started, Keeping It Going, Getting It Right
 - Phase One: Helter-Skelter Writing – the Zero Draft
 - Phase Two: Hocus-Pocus Organizing
 - Phase Three: Ruthless Editing

Module 7:

- An Email Quick Guide
- Collaborating
 - Giving Feedback to Others
 - A Word to the Wise Manage: How to Encourage Employees to Be Responsible for Their Writing
- Dictating: Turning Talk into Text
 - Can I Convince You to Try It?
 - A Process for Productive Dictating