



Business Writing For Executives

Course ID #: 7000-045-ZZ-Z

Hours: 14

Delivery Method: Instructor Led, Classroom or Virtual

Course Content

Course Description:

Write emails, memos, and letters with confidence, clarity, and style. Rather than struggling to connect with your audience, start with the end in mind, and unlock the tools needed for concise communication.

This Business Writing Course offers a practical guide to business writing. We do not just talk about writing; we write! Backed by dozens of examples that show the transformation of the cryptic and bloated into the streamlined and meaningful.

Furthermore, spelling and grammar alone are not enough to craft a clear message. We must be clear with our purpose, understand how the message connects with our reader, and adjust our phrasing and tone accordingly. Only then, will the mechanics of writing come to our aid.

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: Getting Writing Going

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

Module 3: Showcasing Ideas and Information Through Organization

- Organizing Your Message
 - Get to the Bottom-Line!
 - What is a Purpose Statement
- Formatting Ideas to Clarify Your Message
 - Writing Headlines That Help
 - “Chunking” for Organization
 - Tables, Graphs and Other Visuals
- Structuring Your Sentences – to Clarify Intent and Style
 - Sentence Combinations for Emphasis
 - Eliminating Wordiness
 - Parallel Structure and Importance



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Module 4: Choosing Your Words Wisely for Conciseness and Consideration

- Ridding Yourself of Sentence Clutter
- Tempering Your Tone
 - Consider the 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
 - Bungling 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