Improving and Refining Your Business Writing Skills
Course ID#: 2000-129-ZZ-Z
14 Hrs

Course Content

Course Description:

In this course you will cover 5 areas: 1) Techniques for Improving Correspondence which covers improving spelling, punctuation, usage and style; learning the Ten Techniques for Effective Communication; Avoiding the pitfalls of Business Writing and Creating persuasive and more effective memos and letters, 2) Fat-Free Writing which covers communicating clearly, correctly and concisely; formatting documents for maximum impact; using shirtsleeve English to get your point across; tailoring your communication to different learning styles and simplifying your messages to ensure they will get read, 3) Technical Writing in the Corporate World which includes understanding how technical writing differs from other writing styles; conveying technical information logically and coherently; discovering techniques for writing to a wide audience; and editing technical documents for organization, style, and correctness, 4) Writing Business Proposals and Reports which covers five critical tips for preparing your writing objectives; the four-step process for writing a successful report; editing and enhancing your writing and developing and organizing your proposal with Six Key Elements, and 5) Writing Effective E-Mails which includes writing clear, concise e-mail messages; using good 'Netiquette' to avoid workplace disasters; controlling your in-box clutter and manage information overload; and implementing an e-mail policy for your organization.

Prerequisites:

Helps to know Outlook or similar email program as well as a basic understanding of Word. Some business experience helpful.

Topics:

Module One: Getting Started
- Workshop Objectives

Module Two: What is Collaborative Business Writing?
- Clarifying the Objective
- Practical Writing Approaches
- Collaborative Writing Patterns
- Case Study
- Module Two: Review Questions

Module Three: Types of Collaborative Business Writing
- Construsction "Cut and Paste"
- Parallel Construction "Puzzle"
- Sequential Summative Construction
- Integrating Construction
- Case Study
- Module Three: Review Questions

Module Four: Collaborative Team Members
- Team Leader Selection
- Chief Editor Selection

- Characteristics of Team Members
- Ways to Build Collaborative Writing Team
- Case Study
- Module Four: Review Questions

Module Five: Collaborative Tools and Processes
- Outlines and Storyboards
- Collaborative Planning
- Collaborative Revision
- Collaborative Team Cohesion
- Case Study
- Module Five: Review Questions

Module Six: Beginning the Proposal Writing Process
- Identifying Your Purpose and Your Audience
- Performing a Needs Analysis
- Writing the Goal Statement
- Module Three: Case Study
- Module Three: Review Questions

Module Seven: Preparing An Outline
- A General Format
- Special Sections
- Creating a Framework
- Getting Down to Details
- Module Four: Case Study
- Module Four: Review Questions

Module Eight: Finding Facts
- Identifying Resources
- Using the Internet as a Resource
- Organizing You Information
- Module Five: Case Study
- Module Five: Review Questions

Module Nine: Setting Style Guidelines
- Voice and Person
- Format

- Consistent Spelling of Commonly Used Words
- Numbers as Words or Figures
- Case Study
- Module Six: Review Questions

Module Ten: Barriers to Successful Collaborative Writing
- Hoarding
- Innovation
- Search
- Knowledge Transfer
- Case Study
- Module Seven: Review Questions

Module Eleven: Overcoming Collaborative Writing Barriers
- Practice T-shaped Management
- Building a Network of Alliances
- Implementing Enablers
- Assessing the Culture and Areas for Improvement
- Case Study
- Module Eight: Review Questions

Module Twelve: Styles of Dealing with Conflict
- Ensure that Good Relationships are the First Priority
- Keep People and Problems Separate
- Pay Attention to the Interests that are Being Presented
- Listen First, Talk Second
- Case Study
- Module Nine: Review Questions

Module Thirteen: Tips for Successful Business Writing Collaboration
- Determine Purpose
- Formulate Outline and Organizational Format
- When Choosing a Team Leader, Remember

- Assign Writing Tasks and Associated Duties
- Case Study
- Module Ten: Review Questions

Module Fourteen: Writing the Proposal
- Educating the Evaluator
- Ghosting the Competition
- Using Illustrations
- Module Eight: Case Study
- Module Eight: Review Questions

Module Fifteen: Checking for Readability
- Checking for Clarity
- Reading for Your Audience
- Using the Readability Index
- Module Nine: Case Study
- Module Nine: Review Questions

Module Sixteen: Proofreading and Editing
- Proofreading Like a Pro
- Editing Techniques
- Checking the Facts
- The Power of Peer Review
- Module Ten: Case Study
- Module Ten: Review Questions

Module Seventeen: Adding the Final Touches
- Our Top Typesetting Tips
- Achieving a Professional Look and Feel
- Creating the Final Package
- Module Eleven: Case Study
- Module Eleven: Review Questions

Module Eighteen: Examples of Collaborative Business Writing
- Writing Emails
- Grammar and Acronyms
- Top 5 Technology Tips
- Writing Reports
- Writing Training Manuals

- Writing Company Handbooks
- Case Study
- Module Eleven: Review Questions

Module Nineteen: Wrapping Up
- Words from the Wise