

BM-BWT

BUSINESS WRITING THAT WORKS

DURATION	LEVEL	TECHNOLOGY	DELIVERY METHOD	TRAINING CREDITS
2 Days	Intermediate	Business Skills	Instructor Led & VILT	NA

INTRODUCTION

We all know what good writing is. It's the novel we can't put down, the poem we never forgot, and the speech that changes the way we look at the world. Good writing is the memo that gets action and the letter that says what a phone call can't. In business writing, the language is concrete, the point of view is clear, and the points are well expressed. Good writing is hard work, and even the best writers get discouraged. However, with practice you can feel more confident about your own writing. This two-day workshop will give participants the tools to become better writers.

AUDIENCE PROFILE

This training is critical for those responsible for eliciting, writing and reviewing requirements. Representatives of all the product's stakeholders will be involved in developing, reviewing, and approving requirements, and this training will benefit them and your requirement writing and review effort.

PREREQUISITES

There are no prerequisites for this course

COURSE OBJECTIVES

Specific learning objectives include:

- The value of good written communication.
- How to write and proofread your work so it is clear, concise, complete, and correct.
- How to apply these skills in real world situations.
- Understanding the proper format for memos, letters, and e-mails.

COURSE CONTENT

Module 1: Course Overview

You will spend the first part of the day getting to know participants and discussing what will take place during the workshop. Students will also have an opportunity to identify their personal learning objectives.

Module 2: Why Write?

Many people feel that writing is a burden or something they should be able to delegate. This session will help participants identify the value of writing.

Module 3: The Four C's

During the morning of Day One, you will discuss four of the C's of writing with participants: clear, concise, complete, and correct. Participants will practice each C through writing exercises.

Module 4: Word Agreement

During this session, participants will explore word agreement through a brief lecture and a writing exercise.

Module 5: Active and Passive Voice

Most people prefer to read writing that is in the active voice. We will discuss and practice both voices during this session.

Module 6: Sentences and Sentence Types

This session will discuss the structure of sentences and paragraphs. Then, participants will apply this knowledge to a writing exercise.

Module 7: Readability Index

The Gunning Fog Index, also called the readability index, determines the difficulty level of

a written piece. Participants will apply the index to a sample and to their own work.

Module 8: Manners and Courtesy

Courtesy is an important principle of good business writing. During this session, participants will examine and rank several business letters, helping them explore their own style and preference.

Module 9: Practical Language

It is important to use words that best reflect what you are trying to say. In this session, we will examine some common dilemmas (such as fewer vs. less) and suggested solutions.

Module 10: Inclusive Language

Another key part of writing is political correctness. Participants will have an opportunity to re-write some exclusive terms to make them inclusive.

Module 11: Sentence Construction

The two basic rules for constructing sentences are: use construction that makes meaning clear and keep

construction parallel. Participants will re-write sentences that don't follow these rules.

Module 12: Punctuation

During this session, participants will work in teams to develop a series of test questions for other teams. We have included some key points that you can use to debrief the test.

Module 13: Writing Business Letters

This session begins with three lectures on the steps for writing a business letter, types of letters, and the parts of a business letter. Participants will then examine samples of business letters to determine the type and the parts of each letter.

Module 14: Writing Effective E-mails

Virtually everyone today uses e-mail to communicate at work and at home. This session will give participants some tips on writing effective e-mails and managing mail.

Module 15: Spelling and Proofreading

Proofreading carelessly can spoil a writer's best efforts. This session will help participants identify common spelling errors and practice their proofreading skills.

Module 16: Writing Memos

Memos are another challenge that many writers face. We will examine memos through a brief lecture and a fun exercise.

Module 17: Reviewing Your Writing

In this session, participants will customize a checklist to help them ensure that each document is the best that they can do.

Module 18: Writing Challenges

To wrap up the workshop, participants will work in small groups to identify some possible solutions to the ten most common writing challenges.

Module 19: Workshop Wrap-Up

At the end of the workshop, students will have an opportunity to ask questions and fill out an action plan.

ASSOCIATED CERTIFICATIONS & EXAM

There is no exam associated with this course.