



## Advanced Business Writing

### Course objectives:

By the end of the course, participants will be able to:

- Apply advanced structuring techniques in writing that yields a desirable response
- Use rules for organizing content in a clear and concise manner
- Match writing complexity to the modern business environment
- Write effective emails, memos and letters
- Identify and talk to their reader's interests

### Course Outline:

- **Effective writing**
  - Defining effective writing
  - Characteristics of effective writers
  - Understanding the hallmarks of effective communicators
  - Elements of written communication
  - Writing in a business context
  - Understanding your audience
  - Setting a purpose for your writing
  - Understanding sources of miscommunication
  - Tips for business writing
- **Organizing content**
  - The 3 forms of communication
  - Using simple and specific language to avoid confusion
  - Using positive language
  - Applying rules for bullet points
  - Maintaining an impersonal style
  - Avoiding repetitions
  - Using active verbs to promote a response

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## • Writing style

- Adding a personal touch to business writing
- Organizing paragraphs effectively
- Using varied sentences
- The 6 Cs of effective writing
- Recognizing clichés and jargon
- Applying the gunning fox index for writing complexity
- Using visual aids to support text
- Going the last inch: proof reading your work

## • Logical sequencing of ideas

- Building your key message
- Organizing the introduction, body and ending
- Structuring ideas from the bottom up
- Refining the flow from the top down
- Drawing impeccable conclusions
- Summarizing ideas effectively

## • Responding to complex situations through writing

- Building rapport with your audience
- Managing expectations: responding to bad news
- Managing expectations: saying no
- Effectively handling difficult individuals

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