# Written Communication

## 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

## 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 handing difficult individuals