



## Business Writing Skills

### Program Outline

#### Overview

Writing catchy messages in 140 characters or less is great as far as it goes, but it isn't always the most effective approach for all forms of business writing.

In this program we will equip participants with the skills, strategies and tools that will improve their written communication skills, including their ability to write reports, letters, emails and other important business correspondence.

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#### Topics

- Before pen hits paper
  - Writing: Language
  - Writing: Technical matters
  - Writing: Guidance for the reader
  - Persuasive Language
  - Beyond writing: Design and layout
  - Email Writing
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#### Outcomes

- Achieve greater clarity, impact and professionalism
  - Say more with less
  - Minimize risk of being misunderstood
  - Pitch your message at the right level
  - Achieve greater buy-in from the reader
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#### Duration

1 day for 10 participants (suggested maximum)