

Plain & Simple Business Writing

4.5 PMI PDUs | 4.5 IIBA CDUs

Format: Live Instructor-Led Online through Zoom
Duration: 4.5 hours

Technology and Attendance Requirements:

Computer with a browser, Zoom, a microphone and speaker. For this workshop, camera should be on if possible and you must be actively participating.

Strong writing skills are essential to your career success. Whether it's a detailed project update, a proposal, or a simple email, written documents are often the first – and sometimes only – part of our work that others see. The ability to write clearly and concisely makes a difference in your productivity and professional credibility.

This Plain & Simple Business Writing course is designed to teach you the fundamentals of effective business writing, from the importance of using clear and concise language to creating engaging business correspondence. You'll practice adapting information to different audiences, designing easily navigable documents, adhering to standard etiquette for different types of business correspondence, and proofreading your writing.

Learning Outcomes:

During this course you will learn how to:

- Tailor your message to diverse readerships
- Use clear, concise language to communicate your ideas
- Intuitively design your documents to improve readability
- Create effective email, reports, and letters of recommendation
- Meet your goals when writing to colleagues, clients, and supervisors

Content:

- You will learn techniques for analyzing the characteristics and expectations of your readers.
- You will practice tailoring messages for different hypothetical business scenarios.
- You will work in groups to redesign sample business documents to improve readability.
- You will learn tools and techniques for effective collaborative writing.
- You will practice proofreading business documents using self-editing techniques.