



Business Writing that Works

Description: *In business writing, the language is concrete, the point of view is clear, and the points are well expressed. For those who must write as part of their job, being able to write well is a real career boost. Good writing is hard work, and even the best writers get discouraged. However, with practice you can feel more confident about your own writing. We can think about writing either as a process or as a product, the finished piece of writing. If we can think of it as a process, then by changing the way we go about writing, we can change the finished product. While participants will still be aiming to turn out a good product, their sense of satisfaction will arise partly from a greater appreciation of the process by which they get there. This course will concentrate on the nitty-gritty details that writers have to contend with, and give them some practical advice on making the job less difficult. They will also have opportunity to discuss their writing problems and share solutions with others in the workshop.*

Session One: Course Overview

- About the Index
- Using the Index

Session Two: Why Write?

Session Three: Be Clear

- Writing Clearly
- Individual Exercise

Session Four: Be Concise

- Writing Concisely
- Rewriting Exercises

Session Five: Be Complete

- Making Your Writing Complete
- Interview Exercise

Session Six: Be Correct

Session Seven: Word Agreement

- Making Words Agree
- Rewriting Exercises

Session Eight: Active and Passive Voice

Session Nine: Sentences and Sentence Types

- Sentences and Paragraphs
- Individual Exercise

Session Ten: Readability Index

Session Eleven: Manners and Courtesy

- Courtesy
- What's My Style?

Session Twelve: Practical Language

Session Thirteen: Inclusive Language

Session Fourteen: Sentence Construction

Session Fifteen: Punctuation

- Introduction
- Test Preparation
- Test

Session Sixteen: Writing Business Letters

- Steps to Writing Business Letters
- Parts of a Business Letter
- Types of Letters
- Dissecting Letters

Session Seventeen: Writing Effective Emails

- E-mail Basics
- Managing E-Mail
- E-mail at Work



Session Eighteen: Spelling and Proofreading

- Spelling Tips
- Proofreading Tips
- Performance Article

Session Nineteen: Writing Memos

- The Anatomy of a Memo
- Acme Funfest
- Gallery of Memos

Session Twenty: Reviewing Your Writing

Session Twenty-One: Writing Challenges

- Workshop Recap
- Top Ten Writing Challenges
- Workshop Wrap-Up

