



## ***BUSINESS WRITING***

### **Objectives**

*Business Writing* is a leadership course designed to help participants quickly and effectively achieve their writing goals in e-mail, letters, memos, proposals, and other documents. Refined over twenty years at Procter & Gamble, these classes offer participants a variety of easy to learn tools to write consistently effective messages.

### **Pework and in-class one-on-one interviews**

An important feature of *Business Writing* is the personal attention paid to each participant. We ask students to submit a typical document as prework. During the seminar, each Participant receives a one-on-one confidential review with the instructor, comparing the original document with a revised one that incorporates CommuniSkills writing principles.

### **Outline**

- ◇ Writing subject lines and opening paragraphs as executive summaries, highlighting the message's most important points
- ◇ Organizing paragraphs using the pyramid principle, so readers can easily understand the logic and evidence supporting the writer's position
- ◇ Using document design techniques, including headings, lists, bold face, indentation, and white space to make information easily accessible to readers. Editing messages so they are positively positioned, authoritative, and concise
- ◇ Reviewing for simplicity, clarity, and coherence
- ◇ Putting principles into practice with in-class exercises

**Options:** *Business Writing* focuses on shorter writing projects, such as e-mail, memos, letters, proposals, and procedures. (A follow-up class, *Business Writing II*, focuses on longer documents such as complex analysis and recommendation reports.) Each participant receives a workbook as a continuing education reference tool to use to reinforce class principles.

**Length:** One full day

**Number of participants:** Up to 16 per session.

### ***Find out more:***

***Communiskills offers trainings to bring effective communication to your organization. Visit our website, [www.Communiskills.com](http://www.Communiskills.com), for more information.***