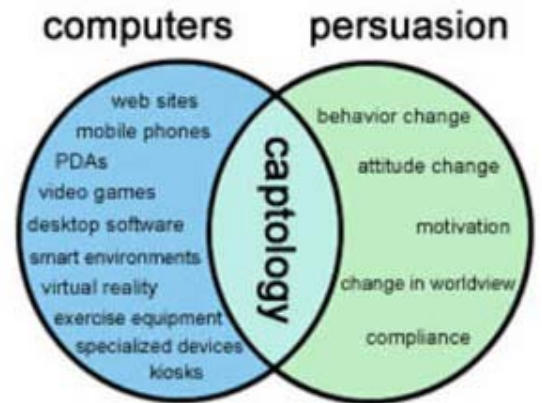


Hands-On Business and Report Writing: The Art of Persuasion

General Overview:

You will learn how to: Write compelling documents that focus your message; Compose targeted messages using a standard writing process; Improve document comprehension with polished grammar and punctuation; Produce winning proposals, recommendation reports and executive summaries; Create effective written communications that drive your business; Develop a clear, persuasive writing style.



Who Should Attend?

Those who want to improve their business writing skills -- particularly managers at all levels or management-track professionals. A strong proficiency in the English language, basic grammar, and English speaking and writing skills are essential.

Detailed Overview/Outline

You will learn how to

- Write compelling documents that focus your message
- Compose targeted messages using a standard writing process
- Improve document comprehension with polished grammar and punctuation
- Produce winning proposals, recommendation reports and executive summaries
- Create effective written communications that drive your business
- Develop a clear, persuasive writing style
-

Course

An essential aspect of communication in any successful organization is targeted, persuasive writing. Effective writing skills convey a credible message and project a professional image. Whether you are writing formal reports or composing e-mail, a polished communication style is key.

benefits

In this practical hands-on course, you gain the skills to create more effective business documents and reports. Persuasive documents that are reader-centric result in greater business efficiency, increased profitability and a higher level of customer satisfaction.



Who should attend

This course is valuable for those who want to improve their business writing skills and is particularly appropriate for managers at all levels or management-track professionals. A strong proficiency in the English language, a basic knowledge of English grammar, and business-level English speaking and writing skills are essential. Experience with Microsoft Word is helpful.

Hands-on training

During this course, you perform extensive exercises that provide hands-on experience. Exercises include:

- Analyzing competing proposals
- Drafting and revising an informal letter proposal
- Writing a recommendation report
- Distilling your case into an executive summary
- Creating a mission statement
- Revising an inappropriate e-mail
- Developing an effective request for proposals
- Constructing a formal proposal that wins the contract

Course content

WHY GOOD BUSINESS WRITING MATTERS

- Improving the bottom line
- Enhancing your professional image
- Increasing your business effectiveness

THE BUSINESS WRITING PROCESS

- **Kick-starting with prewriting**
- Generating ideas with mind-mapping, brainstorming and other writing tools
- Planning for your audience and purpose
- **Drafting and revising**
- Overcoming writer's block
- Organizing information
- Choosing an appropriate style for your audience
- Revising and improving your documents

BUILDING A GRAMMAR TOOLBOX

- **Applying the fundamentals**
- Identifying and preventing common writing pitfalls
- Sentence fragments
- Run-on sentences
- Misused words
- Homophones
- Eliminating spelling errors and typos
- **Adopting an appropriate style**
- Employing the active and the passive voices
- Achieving the right nuance
- Saying what you mean
- Avoiding clichés

WRITING PERSUASIVELY

- **Identifying your audience's needs**
- Connecting requirements with value-added results
- Anticipating and overcoming reader objections
- **Establishing credibility**
- Stating your credentials
- Avoiding logical fallacies
- Appealing to intelligence and business sense

CRAFTING POWERFUL REPORTS

- **Framing the problem**
- Evaluating context, situation and goals
- Triangulating your data for a comprehensive approach
- **Recommending a solution**
- Prioritizing solution alternatives

- Making your case to solve the business problem

PRODUCING WINNING PROPOSALS

- **Implementing a proposal development process**
- Organizing to meet customer requirements
- Meeting deadlines with ease
- **Ensuring your competitive edge**
- Spotlighting your technical strengths
- Proofreading for outstanding presentation
- Summarizing at the executive level

AUTHORING A SOLID BUSINESS PLAN

- **Writing mission statements that inspire excellence**
- Choosing words to create maximum impact
- Grounding the mission statement in business realities
- **Additional business plan elements**
- Writing to attract the right team and solid investors
- Justifying the plan and managing risk

KEEPING YOUR BUSINESS ON TRACK

- **Team management communications**
- Composing performance appraisal notes
- Summarizing assignments clearly
- Imparting difficult news
- **A positive approach to e-mail**
- Extinguishing flame wars
- Practicing good netiquette
- Crafting effective subject lines

COLLABORATING ON BUSINESS DOCUMENTS

- Achieving a unified voice
- Synthesizing input from different sources and writers
- Coalescing different thinking styles into a cohesive whole