



Business Writing for Professionals Training Seminar

Who Should Attend:

The target audience for this training seminar is managers, supervisors, and individuals who are involved in writing business documents.

Objectives:

At the end of the two day training seminar, participants will be able to:

- Describe the communication process
- Explain the importance of effective communication in businesses
- Identify common barriers to effective business communication
- Identify methods of overcoming barriers to effective communication
- Understand and utilize the writing process to produce effective business documents
- Utilize structural tools to create the desired effect in business writing
- Produce accurate, clear, effective letters for the business environment
- Use specific guidelines to prepare and present reader-friendly, action-oriented Business Reports
- Use clear and logical structuring to prepare Business Reports
- Discuss the use of and utilize e-mail as an effective tool in business communication
- Use the appropriate formats for written business communication
- Enhance writing style, using clear, precise words, phrases and sentences.

Content:

- **Introduction: The Communication Process**
- **The Writing Process**
- **Business Writing: Letters, Memoranda, & E-mails**
- **Business Reports**
 - a. Definition, Purpose
 - b. Types of Business Reports
 - c. Structuring Information – Topical Organization
- **Component Parts – Basic Divisions**
 - a. Relevance
 - b. Purpose
 - c. Organization

- **Report Formats**
 - a. Scope
 - b. Audience
 - c. Gathering information
 - d. Analyzing information
 - e. Determining solution
- **Elements**
 - a. Accuracy
 - b. Objectivity
 - c. Use of Graphics
 - d. Layout

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