

WRITING FOR BUSINESS SUCCESS

Course Code: 831181

Clear, effective writing is one of the most powerful skills in the workplace—and one of the most overlooked. The quality of your writing directly shapes how your ideas are understood, how decisions are made, and how quickly others act. In this highly practical one day course, participants learn proven techniques to write messages that are clear, concise, and audience focused.

Through hands on exercises, learners assess their audience and communication objectives, structure content for maximum impact, apply essential English language conventions, and fine tune tone and formality. By the end of the day, participants will have drafted, revised, and strengthened real workplace emails—including a persuasive business case email they can immediately apply on the job.

What You'll Learn

By the end of this course, learners will be able to:

- Apply English-language conventions (grammar, punctuation, spelling, capitalization)
- Assess an audience and identify communication needs
- Plan content to address audience needs and objectives
- Select an appropriate tone and level of formality, including approaches for persuasive writing
- Write clear, concise, well-organized emails
- Edit and proofread your own and others' writing to improve effectiveness

Who Needs to Attend

This course is ideal for professionals who write emails, updates, announcements, summaries, or recommendations and want to improve clarity, structure, and impact—especially when communicating across different stakeholder groups.

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CLASSROOM LIVE

\$795 USD

1 Day

Classroom Live Outline

1. Apply Best Practices for Business Writing

- Business style: practical, not “pretty” (simple words, short sentences, thin paragraphs, effective use of bullets/graphics)
- Why business writing matters (time, clarity, accountability, impact of confusion)
- Core best practices:
 - ☒ Assess audience and purpose
 - ☒ Plan by outlining
 - ☒ Begin with the main point
 - ☒ Keep the message clear and simple
 - ☒ Be direct (“say what you mean”)
 - ☒ Format for clarity; keep it short; get names/titles right
 - ☒ Proofread, revise, proofread
- The “6 Cs” quality check (introduced and revisited later)
- Practice rewriting for clarity and brevity (guided example)
- Exercise: Apply best practices and the 6 Cs to a peer review scenario

2. Assess the Audience

- Define purpose using an objective lens (action, benefits, achievable, measurable)
- Audience types and what to consider about them
- Stakeholders: pressures, performance measures, details vs. high-level needs, comfort with language
- Identifying stakeholder needs (and how unrelated needs still affect reception)
- Executive audiences: how they’re similar/different (scope, volume, time constraints)
- Exercise: Assess the audience (stakeholder scenario + audience analysis worksheet activity)

3. Plan the Content

- The writing process (planning and structure before drafting)
- Organizing information in a logical order

- Structuring a message to highlight purpose, link ideas, and clarify action
- Business case email structure: IOCBLAA
 - ☒ State the problem/current state
 - ☒ Present the solution
 - ☒ Identify qualifications
 - ☒ List benefits (tangible then qualitative)
 - ☒ Address logistics (cost, timing, risks/mitigations, ownership)
 - ☒ Determine next steps
 - ☒ Add details via appendices; avoid info overload

4. **Correct Language Convention Problems**

- Language conventions overview: grammar, punctuation, capitalization, spelling
- Grammar essentials:
 - ☒ Subject-verb agreement
 - ☒ Parallel structure
 - ☒ Modifiers and misplaced modifier fixes
- Punctuation: key professional writing reminders
- Spelling: professionalism, spell-check strategy, homophones
- Capitalization rules (names, places, titles, publications, sentence starts)
- Practice corrections (sample sentences + solutions)
- Exercise: Correct language convention problems (worksheet-based activity)

5. **Build Effective Sentences and Paragraphs**

- Fix fragments and run-on sentences
- Improve readability by placing verbs close to subjects
- Transitions: connecting sentences and paragraphs with purpose
- Word choice:
 - ☒ Usage rules (that/which, myself/me, who's/whose, less/fewer)
 - ☒ Meaning & connotation and how words land with readers
 - ☒ Avoiding jargon/buzzwords/acronyms when audience context is uncertain
- Active vs. passive voice (when each helps)
- Bullets vs. numbering (when order matters)
- Trim your writing (remove fluff; function first)
- Exercise: Edit/rewrite a scenario to strengthen sentences, paragraphs, and organization

6. **Write a Persuasive Business Case Email**

- Persuasion framework: KUBA (Know, Understand, Believe, Act)
- Exercise: Write a short persuasive workplace email (2 paragraphs max) using KUBA
- Formatting for persuasion:
 - ☒ Headings, inline emphasis, consistency patterns

7. **Select Appropriate Tone & Level of Formality**

- Formal vs. informal writing as a spectrum:
 - ☒ Word choice, conventions, sentence structure

- Tone levers:
 - ☒ Punctuation, sentence length, positioning (positive vs. negative), asking vs. telling
- Tone limitations in text vs. speech (context matters)
- Delivering bad news:
 - ☒ Audience impact, questions, structure bad news up front, appropriate tone
 - ☒ Examples contrasting executive vs. team messaging
- Exercise: Rewrite emails to match audience, tone, and formality expectations

8. **Summary & Action Plan**

- Recap of key concepts (including the 6 Cs revisit)
- Exercise: Revisit and rewrite the baseline email using course tools
- Final Action Planning: How to apply learning on the job; how to continue developing writing skills

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VIRTUAL CLASSROOM LIVE

\$795 USD

1 Day

Virtual Classroom Live Outline

1. Apply Best Practices for Business Writing

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- Why business writing matters (time, clarity, accountability, impact of confusion)
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 - ☒ Be direct (“say what you mean”)
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Jun 12 - 12, 2026 | 9:00 AM - 5:00 PM EDT

Jul 10 - 10, 2026 | 9:00 AM - 5:00 PM EDT

Aug 21 - 21, 2026 | 9:00 AM - 5:00 PM EDT

Sep 18 - 18, 2026 | 9:00 AM - 5:00 PM EDT

Oct 16 - 16, 2026 | 9:00 AM - 5:00 PM EDT

Nov 23 - 23, 2026 | 9:00 AM - 5:00 PM EST

Dec 14 - 14, 2026 | 9:00 AM - 5:00 PM EST

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