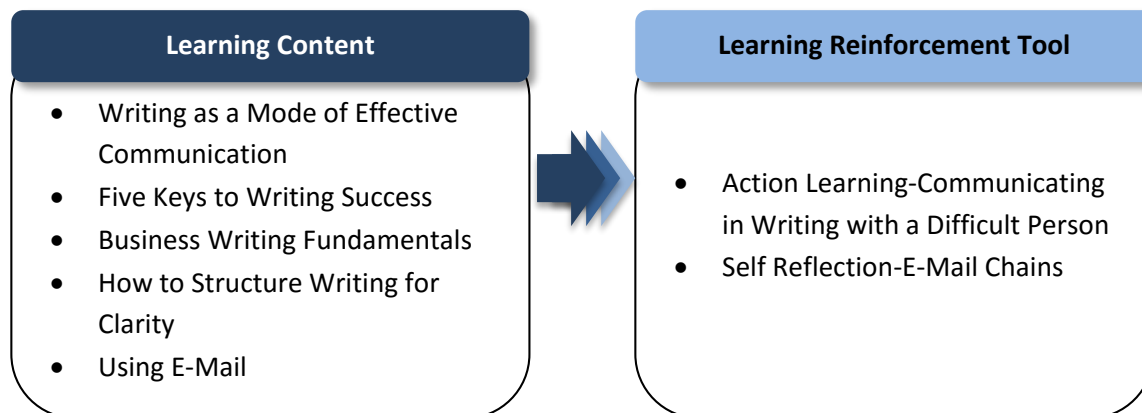## Business Writing

Writing clearly is an important communication skill. A poorly written document or e-mail conveys a lack of professionalism and can lead to miscommunication or slow the productivity of a team or organization.

This course combines business writing fundamentals with important lessons about how to use e-mail to convey a professional image and enhance the communication process, not hinder it.

Program Outcomes

- Create clear, concise and compelling written messages
- Understand the needs of the audience and target communication to meet them
- Use a three step process to structure writing

Learning Process

Learning Content	Learning Reinforcement Tool
• Writing as a Mode of Effective Communication • Five Keys to Writing Success • Business Writing Fundamentals • How to Structure Writing for Clarity • Using E-Mail	• Action Learning-Communicating in Writing with a Difficult Person • Self Reflection-E-Mail Chains

Program Length   8 Hours

Potential Applications

All or part of this course could be part of a solution to help organizations with the following objectives:
- When the image of the organization needs to be consistent and professional
- To ensure all employees write clearly, concisely and effectively using the best mode to deliver the message
- To help those employees who have not worked previously in a professional environment