
Strategic Business Writing

This program provides the necessary tools to become a strategic business writer. It focuses on the writing process and techniques for persuasive writing. Participants will practice the fundamentals of writing effective e-mail, correspondence, reports, proposals, business cases and correspondence.

Program Content:

Introduction

- The Value of Strategic Business Writing
- Program Objectives
- My Writing Abilities
- Self-evaluation

The Strategic Approach to Writing

- Whether or Not to Communicate
- Types of Written Communication
- The Writing Process
- Getting Started – Plan Your Writing
- Prepare the Draft
- Write for Impact
- Revise/Edit

Elements of Strategic Writing

- The Approach – Direct & Indirect
- Content Set-Up
- Emphasizing Key Information
- Business Writing Styles

Persuasive Messages

- Psychology of Persuasion
- Key Principles in Developing Interest

Writing Effective E-mails and Correspondence

- Using E-mail Effectively
- Be Sure Your E-Mail is Read
- Formatting Letters – Open Block Style

Reports and Proposals

- Progress or Status Reports
- Problem/Solution Reports
- Business Proposals
- Business Cases

PowerPoint® Presentations

- The Seven Deadly Sins of Slides
- Tips for Effective PowerPoint® Slides