Effective Business Writing

Management Fundamentals
2 Day Workshop

Training Workshop
Module Overview

Innesskirk's innovative **"Effective Business Writing"** will provide the skills needed to write business letters, reports, meeting minutes, agendas, invitations and memos for maximum effect. Managers are often required to write proposals, technical reports, emails and memorandums.

This workshop will focus communicating effectively through written language. It will provide a clear understanding of common standards and language to use in different situations. The main focus is the development of skills to write a well-structured document, which is easy to read and will engage the reader. The Effective Business Writing workshop is designed to give you considerable practice and hands-on tools, using delegate work-product as the basis for applying workshop modules.

Tutorial sessions, examples, practical exercises, presentations and syndicate work make this a proactive, hands-on course.

Workshop Objectives
Delegates Will Be Able To...

- Understand the appropriate language to use in different type of documents
- Understand spelling, grammar, sentence structure and punctuations standards
- Use a clear documents structure, in any written communication
- Present information, including graphics in an attractive and clear format for optimum effect
- Use and understand commonly used standards for emails, letters, reports and proposals
- Develop proofreading skills, evaluate and edit existing reports and document

Post Workshop
IMPACT™ Program

IMPACT™ Project – Delegates identify a work related project during the last hour of the training that will be used as a measurable indicator of successful application and implementation of the training content.

IMPACT™ Coaching – The delegates participate in custom-designed coaching sessions to facilitate the completion of their **IMPACT™** Project. Delegates document the project's life cycle and all related issues in the provided coaching booklet.

Workshop Agenda – Day One

WELCOME

Introduction And Course Objectives
Agenda begins with the introduction of course objectives, material methodology and pedagogy. Instructor led introduction of delegates through icebreaker activities.

Working With Words
Segment provides an overview of spelling, punctuation, grammar, sentence and paragraph structure used in varying types of documents, as well as effective use of the language.

Overview Of Business Writing
Overview of different types of documents, the language used, purpose, audience and setting objectives.

LUNCH

Writing Meeting Agendas
Delegates focus on an overview of lay-out and language used, sample agendas and different format options.

Writing Emails
The OABC methods of email structure, etiquette, dos and don'ts, along with sample emails.

Writing Business Letters
Review of the basic structure of formal letters, including the lay-out and format, purpose and tone, with a focus on the timing and use of inserting a personal touch.

CLOSING
Review the main points of interest of the day, identify possible work-projects and preview day two.

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Workshop Agenda – DAY TWO

WELCOME

Writing Proposals

This segment will include the review and discussion of the structure and format of professional and effective proposals, including requirements for proposals – targeted, persuasive and organized.

Writing Reports

Discussion and overview of the structure and format of professional reports, including understand purpose and audience.

Writing Other Documents

Review of the structure and format of other documents, such as Request for Proposal (RFP), projections, executive summaries, and business cases.

LUNCH

Proofreading And Finishing

Proofreading tools and strategies, printing and publishing

Practicing The Concepts

Practice, Practice, Practice - each delegate will use a sample document they created to be completely analyzed and improved.

Identification Of IMPACT™ Project

Delegates are assigned to groups and asked to identify a project which will require the use of the new knowledge and information received during the workshop. This will allow the delegates to transfer the new knowledge into skills and effective work habits.

CLOSING

Review the main points of interest for the course, deliver course administration such as: evaluation, action plan, and deliver delegate certificates.

Do You Have Specific Requirements?

Tailoring For In-Company Delivery

Innesskirk is able to customize this workshop to adapt the content to meet your specific training objectives.

For more information about our In-Company specialized workshop services, email us at info@innesskirk.com to discuss your specific requirements further.

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