Business Writing for Results: Get The Outcome You Want

Course Code: 1141   **Course Duration:** 1 Day

In today's turbocharged world of information overload and misunderstandings, 140-character tweets, text messages, instant messaging, blogs, emoticons, acronyms, abbreviations, initialisms, slang and more, writing professionally and effectively is critical from the start. Learn to build rapport and understand congruence through the art and science of Neuro-Linguistic Programming to get the outcome you desire. If not now, when *will* you find the time to communicate again, and how do you regain the opportunity for a good, *first* impression? Solid business writing skills are a must to ensure effective communication. With the written word making a lasting impression, it just makes good business sense to write articulately and with purpose the first time.

Course Description: This four-hour course identifies ways to understand the deeper meaning of a conversation, arms you with techniques to get you your desired outcome, and articulates common writing errors and ways to quickly, yet easily write dramatically better to ensure deeper understanding while reducing customer frustration.

Topics List:

- Define the core elements of good business communication
- Understand your target market
- The art and science of Neuro-Linguistic Programming
- Simplify the message and your writing

- Content and facts, thoughtfulness and tone
- Active versus passive voice
- First mentions
- Punctuation
- Editing and proofing
- Common errors

Outline

1. Core elements for business communication
    a. Today's speak is not business writing
    b. Elements of good communication
    c. Steps to business writing
2. Neuro-Linguistic Programming
    a. The communicator's responsibility
    b. Desired outcome and the importance of rapport and congruence
    c. Elicit deeper meaning through words
3. Simplify your message and your writing
    a. Tips for writing clearly
    b. Quick-hit content checklist
4. Common errors
    a. Fourteen common errors

      b. Quick check – mini quiz

5. Punctuation

      a. Rules to using punctuation correctly

6. Hands-on exercise

Who Should Attend: Managers, project managers, team leaders, functional leaders, technical specialists, subject matter experts, trainers, team members and project leads.