SETC Training Corporate Logo

Business Writing Training: Fundamentals of Business Writing (BWRBB, 2 jours)

Description

Good business writing is the intersection of art, technique and technology. This advanced business writing course equips the business professional with the necessary tools and strategies to plan and create documents that inspire, inform and motivate. The course Beyond the Basics (Business Writing Training) introduces participants to the wonderful world of macros and templates, to support authors in creating visually-appealing reports.

Tarifs

- Tarification: $1,500/person
- Rabais de 10% lorsque vous inscrivez 3 personnes.

Plan de cours

Introduction

- Why writing well matters
- Understanding your writing style
- Self assessment and goals

Fundamentals of Technical Writing

- How technical writing differs from other types of writing
- Understanding the purpose of your report
- Understanding your target audience
- Active versus passive voice
- Choosing the right words
- Brevity and editing
- Eliminating ambiguous phrases, jargon, and questionable terms

English Language Rules

- Grammar
- Verbs
- Punctuation
- Using style guides
- Using online/software tools

Getting Started

- Structuring your report
- Using storyboarding for long documents
- Appendices and annexes
- Footnotes versus endnotes
- Overview of the document production process

Setting up a Template

- Creating the styles in Word
- Ensuring the integrity of styles
- Planning for bulleting and numbering
- Planning for tables and cells

Creating Macros

- Automation overview
- Allocating keyboard shortcuts
- Creating formatting macros

- Creating support macros

A Picture Says a Thousand Words

- The power of diagrams, images, tables and graphs
- How to embed graphs and images into text

Fluid Writing

- Setting up the reader
- Transition words and their impact on flow
- Using headings and sub headings
- Using numbered and bulleted lists
- Using parallel structures
- Using paragraphs

Polishing and Perfecting Your Report

- Formatting
- Proofreading and grammar checking
- Peer review
- Final Review - your audience, your purpose, your goal