

Business Writing Training: Professional Business Writing (BWRI, 2 jours)

Description

Writing that excites and motivates a reader can make the difference between project success and project failure. But well-written documents do not just happen. The course The Whole Cycle (Business Writing Training) equips the business professional with the concrete tools and strategies to plan and create documents that inspire, inform, engage and persuade. Whether you are drafting a technical report, business plan, briefing note, or job application - the skills learned in this course will take your writing to the next level.

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

Planning Your Document

Structure: What type of document are you writing?

Goals: Why are you writing this? How will this be used?

Target audience: Who will read this?

Using storyboarding for long documents

Appendices and annexes

Footnotes versus endnotes

Overview of the document production process

Writing Clearly

Active versus passive voice

Formal or informal writing

Using style guides - spelling, grammar, citations

Choosing the right words

Brevity and editing

Eliminating ambiguous phrases, jargon, and offensive terms

Guiding the Reader

Introducing the document

Transition words to keep things flowing

Using headings and sub-headings

Using numbered and bulleted lists

Using parallel structures

Using paragraphs

A Picture Says a Thousand Words

The power of diagrams, images, tables and graphs

How to embed graphs and images into text

Polishing and Perfecting Your Report

Using formatting and styles

Proofreading and grammar checking

Peer-review

Final Review - your audience, your purpose, your goal