

# Business Writing Training: Business Cases, Proposals & Reports (BWRII, 2 jours)

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## Description

Building on Business Writing Basics I, the course Business Plans, Proposals & Reports (Business Writing Training) takes participants through a step-by-step process to writing informative, persuasive and dynamic business cases, reports and proposals. Good business writing is an art that few master. Become the next wordsmith and create technical documents that people refer to for years.

## Tarifs

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

## Plan de cours

### Introduction

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Nine essential rules to writing well

Selfassessment and personal writing goals

### Review of Writing Basics

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Planning your writing - the Five Ws

Think clearly, write clearly

Creating proper paragraphs

Using the right words

Citing Sources, Footnotes, End Notes, Bibliography

Proofreading

### The Business Case

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Understanding the role of the business case

Focusing on the target audience

Beginning with the end: The Summary

Introduction

Mission Statement

Cost/Benefit analysis

Principles to guide development

Scope of change

Outcomes and anticipated results

Making your pitch

Appendix

Business Case Templates

Tips and tricks

### Request for Proposal

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Request for proposal templates (RFP)

Understanding the goal

Understanding the target audience

Crafting your message

Covering the topics

Answering tough questions

Tips and tricks

### Reports

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Formal versus informal reports

Using the correct format

How to write an executive summary

Guiding the reader

Drafting and editing

Using headings, subheadings, bullets and lists

Charts and Graphs

Ready for Print

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Editing and proofreading

Finalizing the document

Copy editing, web editing

Printing the document

Preparing for delivery