

# Business Writing Training: The Tools of the Trade (STEW, 2 jours)

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## Description

The course The Tools of the Trade (Business Writing Training) teach you to plan and write great documents. The training includes document planning and techniques for good transition & flow management. The course also discusses strategies for effective content development & business writing. The training concludes with a discussion on writing effective business topics and a general debrief of the business writing process.

## Tarifs

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

## Plan de cours

### Fundamentals of Technical Writing

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The Writing Process

Understanding your Writing Style

The Path to Clarity and the Elimination of Ambiguity

The Active and the Passive Voice

Wording: Precision versus Ambiguity

Writing Technical Documents: Eliminating Jargon

### Planning the Document

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The Difference between Educational and Technical Documents

Defining the Purpose and Goals of the Document

Using Style Guides

Defining the Document Structure

Using Storyboarding for Long Documents

Overview of the Document Production Process

The Art of Clarifying Complex Concepts

Dealing with Technical Elements in an Audience Appropriate Way

### Transitions and Flow

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The Whole Document

Transition Words and their Impact on Flow

Using Headings and Sub-Headings

Using Numbered and Bulleted Lists

Using Parallel Structures

Using Paragraphs

### Effective Writing

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Understanding Purpose, Goals and Target Audience

The Importance of the Target Audience

Beginning and Endings

Subject Headings

Directing the Message to the Reader

### Effective Topics

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Topic Overviews

Using Images in Text

Using Graphs and Images

Ensuring Effective Intra-Topic Flow

Debrief – Reviewing the Process

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