

High Impact Business Writing

Course Objective

Your employees will leave this two-day workshop with immediately-usable skills for writing professional letters, memos, short reports and e-mail messages that strengthen business relationships and project a professional image of your organization.

Enrolment: We suggest a maximum enrolment of 15 participants in this workshop.

Who Should Attend

This workshop is ideal for people who need to communicate effectively with customers, clients or other business partners, and for those who have to communicate clearly and persuasively with colleagues in order to move projects forward.

What Participants Will Learn

By attending this workshop, your employees will learn to:

- Assess their current writing skills and set personal goals for improvement
- Measure the clarity and impact of their writing
- Determine the appropriate content and level of detail to include in their documents
- Write concise, to-the-point documents that have a clear purpose and ask for specific action
- Build and maintain business relationships through writing
- Communicate in a style that is clear, succinct and easy to understand
- Use appropriate strategies to influence or persuade customers and colleagues
- Respond in writing to angry or difficult customers or to disgruntled colleagues
- Write, edit and proofread documents quickly and effectively

