

# The Business Writing for Professionals Workshop

Boost your writing confidence and your productivity in this comprehensive workshop, where you'll learn time-saving techniques for composing messages that are clear, complete and concise

You'll start by learning simple techniques for brainstorming and organizing your ideas to overcome writer's block. From there, you'll explore ways to engage your audience and craft messages that inspire action. Finally, you'll review essential editing and proofreading checklists to ensure your documents are polished, easy to read and error-free.

Whether you're writing an important report for your board or drafting a simple email, you can write in a way that gets the results you're seeking. See the difference when you enroll today.

## Day 1

### Session 1

#### Laying the Foundation for Strong Business Writing

- Develop a prewriting strategy to streamline your drafting process
- Craft clear and compelling messages that motivate readers to act
- Brainstorm ideas using free writing and mind mapping techniques
- Arrange information effectively to create well-structured paragraphs

### Session 2

#### Collaborating with AI to Jumpstart Your Writing

- Explore AI-generated prompts to overcome writer's block and spark ideas
- Edit and personalize AI-generated content for accuracy and relevance
- Compare different AI outputs to find the best phrasing for your message
- Discuss ethical guidelines and best practices for using AI in writing

## Day 2

### Session 1

#### Refining Your Draft for Clarity and Brevity

- Ensure every sentence is relevant and supports your main message
- Cut unnecessary words to create concise, easy-to-read messages
- Choose specific language to avoid ambiguity and misinterpretation
- Focus on reducing word count while preserving key information

### Session 2

#### Formatting and Polishing Your Documents

- Structure key information to create a logical flow
- Apply formatting techniques to capture attention and enhance readability
- Adjust tone and formality for your target audience and context
- Use proofreading strategies to check your document for accuracy