The Business Writing Workshop

High-quality business writing is essential for the success of nearly every organization. Employees who can distinguish themselves as excellent writers increase organizational productivity while boosting their professional statures and positively influencing the trajectories of their careers.

This course will explore the basics of business writing and identify skills needed to write effectively in different situations. Participants will discuss the importance of tone, word choice and consideration of audience and purpose for impactful written communication.

Module 1
Exploring the Basics of Business Writing

The essential purpose of business writing is to clearly communicate necessary information. Recognize the functions and elements of this type of writing to enhance impact.

- Discuss the functions and elements of business writing and how it differs from other types of writing
- Describe considerations and myths of this type of communication
- Practice writing and editing for a specific audience and purpose

Module 2
Writing to Communicate

Transactional writing tends to be the most common form performed in the workplace. Become familiar with the qualities of effective written communication.

- Identify purposes and varieties of transactional writing
- Describe the qualities of compelling written communication
- Apply sound principles for crafting opening and closing statements

Module 3
Examining Instructional Writing

Whether composing an email with directions for a vendor or constructing a training manual for company procedures, instructional writing is essential in the workplace. Identify the fundamentals of effective instructional writing.

- Establish the goal of instructional writing projects
- Identify the background and needs of the audience
- Practice brainstorming and writing instructional content

Module 4
Recognize the Qualities of Informational Writing

Research-based written communication is used to affect decision making within organizations. Discuss the components of purposeful informational writing.

- Recognize the qualities of good technical writing and assess personal strengths and challenges
- Identify the standard styles and components of effective white papers and reports

  Discuss the purpose and best practices for writing collaboratively

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Writing as a Mode of Influence

Excellent persuasive writing aims to build bridges and foster positive working relationships to achieve organizational goals. Discuss the roles of trust and credibility in writing influentially.

- Discuss writing as a mode of influence
- Establish trust and a basis of understanding with the reader
- Demonstrate understanding of persuasive writing through practical application

Practicing Diplomacy Through Writing

A risk of communicating in writing is conveying unintended messages. Practice using diplomacy to express essential information and protect productivity.

- Identify the purpose of diplomatic writing in conveying sensitive messages
- Discuss how to protect working relationships with clear and direct writing
- Recognize how to convey bad news without shutting down the conversation

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