

Managing4Success: Business Writing



Communicate your ideas in writing to inform, persuade, and motivate others

What You Will Learn

- Develop techniques for writing informative and persuasive proposals
- Understand what makes business writing effective and ineffective
- Learn how to effectively use Email to communicate with others
- Understand what we say about our message, our reader and ourselves whenever we communicate
- Identify strategies for delivering bad news in writing
- Better prepare for business writing with an audience analysis
- Learn the four steps to the iSpeak Business Writing Model
- Participate in group discussions based on your writing experiences
- Work on individual exercises tailored to your role, company and industry
- Identify the differences between analytical and informational reports
- Understand the affect that visual appeal has on your business writing
- Analyze your business writing for proper punctuation and grammar
- Understand how AIDA can persuade your readers

Who Should Attend

- Business Professionals who want to improve their business writing skills
- Managers and Individual Contributors
- Anyone who needs to effectively write emails, reports and proposals

Course Duration

- 14 hours



The ability to write well is essential when you want to communicate your thoughts and ideas. Writing well means that you can state your ideas clearly and in an engaging manner. It also gives you the ability to inform, persuade, and motivate others. The iSpeak Business Writing course provides tools for writing emails, letters, reports and proposals. Exercises put the learning into practice to reinforce persuasive writing, grammar and visual appeal.

Course Outline

- **Foundation of Business Writing**
 - Occasions to Write
 - Effective Business Writing
 - Readability Index
 - iSpeak Business Writing Model
- **Letters, Emails, Memos**
 - Types of Brief Documents
 - Delivering Good News
 - Delivering Bad News
 - Audience Analysis
 - What Readers Want?
 - Email in Business
 - Email Etiquette
 - Sand Dollar Case Study
- **Writing Reports**
 - Informational Reports
 - Analytical Reports
 - Report Structure
 - Write Concisely
 - Visual Appeal
 - Testing Report Case Study
- **Developing Proposals**
 - Persuasive Writing
 - Writing Proposals
 - Expanded Audience Analysis
 - Proposal Objectives
 - Idea Mapping
 - Deductive and Inductive Reasoning
 - Framing the Message
 - Executive Summary
 - Using Evidence
 - Call to Action
- **Reviewing**
 - Review
 - Proofreading
 - Grammar Drill
- **Implement to Improve**
 - Continuous Self Improvement
 - Satori Moments
 - Business Writing Commitments
 - 21-day Habits
 - Business Writing Resources and Tools

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