



Effective Business Writing, Grammar and Proofreading

Overview

This program focuses on technical communication—the presentation of specialized information in an accessible way to a variety of different audiences who expect clarity, accuracy, and professionalism.

Learning Objectives

- Learn to assess the audience and their needs
- Learn to utilize user centered design principles
- Understand and practice the skills needed to produce professional writing including planning, drafting, revising, and editing
- Learn to produce text that is clear and impactful
- Learn to incorporate story telling elements into business writing
- Learn to craft various types of commonly used business documents
- Understand the ethical use of sources and conventions of citation
- Learn to improve competence in Standard Written English and use this knowledge to revise text

Course Materials

- Participant workbook
- Presenter slides and outlines
- Case Studies and Media as appropriate
- Role play scenarios
- Post training assessment

Room Requirements

- Internet access for presenter
- Screen
- Projector (if not ceiling mounted then a table or cart will need to be provided)
- Training room must be able to comfortably accommodate the number of participants plus room to move around for various activities)
- Round tables or pods, small table for presenter's materials, chairs for all participants
- One Flip chart and easel for each round table (for small group work) and markers

Additional Requirements

- Elevate will choose training facilitators whose background and expertise will support the subject matter and goals of SSA
- Instructors will use a variety of instructional methods including lecture, group projects, discussion, and role play
- Participants are expected to be actively engaged in the learning process

Course Agenda (two days)

Module 1: User Centered Design Principles, Part 1

- Pre-Planning
 - Define your message with the 5 W's
 - What has prompted you to write this document?
 - Why are you writing this document?
 - Who is going to read it?
 - What do your readers need to know?
 - What action do you want your readers to take?
- Know Thy Audience
 - Introduction to the three stage process of audience analysis:
 - Development: Identifying your readers and their needs, values, attitudes, context, and how they will use your documents
 - Reading: Review of document by a select audience
 - Action: Utilization, information assimilation, and feedback from stakeholders
- Research Recommendations
 - Locating and utilizing reputable resources
 - Questioning techniques for evaluating resources

Module 2: Creating Writing Pieces

- Core Components and Recommendations for Commonly Used Business Documents
 - E-mail
 - Memorandums
 - Reports
 - International Correspondence
- User Centered Design Principles Part 2
 - Frame your audience
 - Revisit audience analysis to ensure you are addressing reader expectations, characteristics, goals, and context
 - Writing with purpose
 - Determining what the document needs to achieve or prove (author's purpose)
 - Establish why your readers need this document (audience's purpose)
 - Identify information readers need to know
 - Utilizing the inverted pyramid structure for structuring your writing
 - Function defines form (organizing methodologies)
 - Order of importance
 - Time
 - Space
 - Comparison/Contrast
 - Problem/Solution
 - Existing Categories

Module 3: Fine Tune Your Writing/Refining the Message

- Persuasive writing elements and recommendations
- Informative writing elements and recommendations
- Creating strong openings and closings for impact and action
- Using active voice in writing to increase clarity and conciseness
- Utilizing parallel construction for impact
- Applying appropriate word choice for maximum understanding
- Suggestions for writing effective paragraphs
- Using transitional words and phrases to help with document flow

Module 4: Practical Proofreading and Editing Techniques

- Standard Written English Review
 - Grammar terminology overview
 - Expressing numbers in writing
 - Modern grammar rules
 - Preposition review
 - Using appropriate punctuation
- Identify common proofreading mistakes
- Review and use of style guides and notation methodologies

Module 5: Advanced Session

- Using Stories in Business Writing
 - Definition of business storytelling
 - Overview of the six structures for business stories (Annette Simmons)
 - Essential elements for crafting business stories (CAR framework, Paul Smith)
- Tips for writing under pressure