

Effective Business Writing – Daily Electronic Communication (Tier 1)

½ Day

Description

Though businesses increasingly rely on technology, technological skills alone do not guarantee success in the workplace. You must still develop your ideas, express them clearly, and persuade others of their viability. This course offers effective strategies to sharpen your writing skills by structuring your ideas logically, exercising diplomacy in letters and reports, and shaping your arguments.

Prerequisites

- None

Objectives

- ✓ Organize and write clear and concise email and instant messages that are appropriate to your company's business culture.
- ✓ Write effective business communications.

Writing E-mail and Other Electronic Communication

Organize Your Materials

- Time-Sequence Paragraphs
- Compare-and-Contrast Paragraphs
- Cause-and-Effect Paragraphs
- Problem-Solution Paragraphs
- Blueprint Paragraphs
- Topic Sentence
- How to Choose an Organizational Model

Write an E-Mail

- Legal Aspects of E-Mail
- Corporate Culture
- E-Mail Etiquette
- Clarity
- Active Voice
- How to Write an E-Mail

Write Instant Messages

- How to Write IMs

Writing Effective Business Communication

Analyze Your Audience

- How to Analyze Your Audience

Write an Internal Announcement

- Internal Announcements
- How to Write an Internal Announcement

Write an E-Mail Responding to Routine Requests

- Requests for Information
- Goodwill
- How to Write an E-Mail Responding to Routine Requests

Write an E-Mail to Respond Positively to Customer Complaints

- Complaints
- How to Write an E-Mail to Respond Positively to Customer Complaints

Write Bad-News Messages

- Bad News
- Passive Voice as a Strategy
- Common-Ground Buffer Statement
- Praise Buffer Statement
- Cooperative Buffer Statement
- Good News Buffer Statement
- What Not to Commit to Writing
- How to Write Bad-News Messages