

EFFECTIVE BUSINESS WRITING FOR MANAGERS

OVERVIEW

Every manager spends a considerable amount of his or her time communicating. Much of this communication is written. Writing is an example of one – way information transfer. Whether it is a letter, memo, e-mail, fax, proposal or report, it is important that it achieves its purpose. To do that it needs to be clear, persuasive, well presented and devoid of grammatical, spelling or punctuation errors.

Effective business writing is an essential skill in today's workplace. Ineffective writing annoys business people, causes projects to be rejected, loses support, creates confusion and leads to alienation. The creative writing that was taught in high school and the academic writing that was mandatory in university is insufficient preparation for the high-powered information age that now exists.

Business writing is a different discipline. It requires you to get to the point immediately and directly, while being positive and diplomatic.

A letter that persuades a reluctant customer to purchase your product or service, that satisfactorily deals with a client's complaint or that addresses continuing needs of business associates goes a long way to establishing or maintaining your reputation. Your ability to produce a report to senior man-

agement or the executive team that is clear, concise and well organized will enhance your position in the company.

Your writing is a reflection of both you and your company. It is important therefore that your writing establishes your credibility and enhances your company's image. This seminar will provide you with the necessary skills to enable you to do that.

OUTLINE

Introduction

- Questionnaire for Assessing Learners' Needs and Abilities
- Sample Form for Helping Participants Set Writing Goals
- Participants' Objectives

Grammar Revisited

- Twelve Guidelines to Better Grammar
- Grammar Exercise
- Reducing Grammatical Errors

Word Use in Writing

- Why the English Language Can be Confusing
- Spelling Exercise
- The Fog Index/Measuring Readability
- Reducing Wordiness Exercise
- Increasing Vocabulary
- Correct Use of Difficult Words

Writing Style

- Writing Tests Parts 1 and 2
- Getting the Reader's Attention

- Establishing an Appropriate Tone
- Making Your Writing Positive, Dynamic and Results-Oriented
- Avoiding the Major Pitfalls of Business Writing

Report Writing

- Types of Reports
- Identifying the Purpose of the Report and the Desired Response
- Elements of a Good Report
- Format
- Use of Charts, Graphs and Tables
- Tone of Report
- Letter of Transmittal
- DVD

WHO SHOULD ATTEND

- Managers
- Team Leaders
- Sales Representatives
- Public Relations and Public Affairs Specialists

BENEFITS OF ATTENDING

- Identify the common problems in writing
- Measure the clarity of your writing
- Get desired results from your written business proposals and reports
- Avoid mental blocks to improve your written communication
- Improve the clarity of your written messages
- Create impact with persuasion and directness
- Use proper layout and style to impress

- Write clear and concise letters, memos, faxes and emails
- Learn the 12 principles of effective writing and apply them in writing emails, memos, letters, proposals and reports
- Use the written word as a powerful business tool

SEMINAR LEADER

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Paul Loftus is the co-author of "Time Well Spent: Getting things done through effective time management."

As a freelance journalist Mr. Loftus has had many articles published in "Canadian Banker" published by the Canadian Bankers Association; *The International Management Development Review*, published by Management Centre Europe; *Management News*, published by the Singapore Institute of Management; *Management*, published by the Malaysian Institute of Management; and *Industrial and Commercial Training*, published by MCB University Press (UK). Mr. Loftus is the former cover/feature storywriter for the quarterly business magazine *Executive PA*, published by Harmsworth Connect (UK) and is a member of the editorial advisory board for *Industrial and Commercial Training*. He is the editor of ICCC News Montreal. He holds a Certificate in Journalism from Concordia University, Montreal.