

Pen-Based Communication: Writing for Results in Business

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In this age of high technology, the ability to communicate in writing with confidence and clarity is vital. How many times a day do you hear someone say, “Please e-mail me with the results of your meeting”; “Send us a proposal”; “Put it in a memo and send it to everyone in the department”; or “Could you fax me a letter with all of the details, please?”

Effective writing is a key to success in today’s world. The documents you create are an indication of your knowledge and your level of professionalism; they are a reflection of you, your department and the company as a whole.

Writing for Results in Business will help you polish the essential skills of business writing. You may not become a Homer, Dante or the next Shakespeare, but you will improve upon the way you express your thoughts and ideas in writing.

“You can have brilliant ideas, but if you can’t get them across, your ideas won’t get you anywhere.”

Lee Iacocca

You Will Learn To:

- Organize your ideas and information effectively
- Clearly communicate the purpose of your writing
- Determine and achieve the proper style and tone for your written communication
- Use techniques to overcome the difficulty of writing awkward or uncomfortable documents
- Develop skills for more efficient editing

You Will Benefit By:

- Creating written correspondence with confidence
- Tailoring your message to the intended audience
- Generating documents that are clear and concise
- Decreasing the time required to create professional written documents