

# Business Writing for Results

How do you take your thoughts and turn them into impactful writing that others can easily grasp? How should it be organized for the best clarity and flow?

Whether you are writing an email or an executive summary, this interactive BRODY workshop will provide the tools you need to put your ideas together in an engaging, well-structured and clear manner.

## **Learning Outcomes:**

*Participants who complete this program will be better able to...*

- Structure clear messages that attract readers' attention
- Follow templates to construct effective business messages
- Reduce the time needed to write and edit using the S.C.O.R.E. Method™
- Consider their writing in the context of their professional relationships
- Edit and evaluate the effectiveness of their writing

**Number of Participants:** 15 maximum

**Program Length:** 1 day

**Pre-work:** Writing samples sent to BRODY trainer before program, to review and incorporate into classroom exercises (can remain anonymous).

## **Content:**

1. Participant project: Write a persuasive message
2. Interactive exercise: Establish criteria for good written messages
  - Discover guidelines for focus: relevance and reader priority
3. Review “before and after” examples of business writing
  - Identify mistakes
  - Strengthen the writing
  - Use templates for effective structure
4. Exercise: Evaluate your persuasive message against established criteria
5. Learn the S.C.O.R.E. Method™ to write with less stress and more success
6. Participant project: Write a message using template
7. Review guidelines for effective e-mail communication
8. Assess appropriate style and tone
  - Participant Project: Respond to a request
9. Learn a systematic approach for editing
  - Participant Project: Edit message for clarity and conciseness