

Writing for Business

Learn the fine art of business writing... by writing!

Follow a structured, step-by-step process outlined in a checklist format to create cogent, concise, reader-focused plans, reports, proposals, instructions, and other business-oriented documents.

Apply this process in a customized project to enhance skill transfer.

Two to four days of classroom instruction, practice, and individualized learning.



YOU ARE INVITED TO LEARN: The step-by-step, business writing process:

1. What Is business writing
2. The three steps of business writing: plan, write, and finish.
3. Document types.
4. Write to transfer skills

ABOUT Writing for Business

Write clear, concise, coherent documents

Business writing is mostly about creating documents: reports, studies, proposals, instructions, memos, procedures, policies, specifications, and many other types of documents. If writing these projects is challenging, if you are a business professional, in sales and marketing, an engineer, programmer, computer or IT professional, scientist, or in research and development, then this class is for you.

Benefits you will attain. Business writing is a skill that requires diligence and practice. This Business Writing class revolves around a three-step writing process—the foundation of all superb writing. You will work on this writing process, review your own writing and that of others, as well as complete exercises to master specific writing techniques and overcome common pitfalls. You will also learn how to write audience-centered documents, the fundamental key for your readers to fully comprehend and use your document as needed.

CLASSROOM TOPICS

Write to your audience to garner the results you desire. Write in a controlled manner.

What Is Business Writing

Learn the three purposes of business writing, as well as its two attributes, and how best to address them.

The Three-Step Writing Process

Review the step-by-step process of business writing—plan, write, and finish—and how to apply it to create reader-focused documents. Follow our explicit checklist for creating documents, small to large, that achieve results.

Step One: Plan

Develop a clear, explicit purpose for your writing, then identify and analyze the three kinds of audience you are writing for. Devise three to five points to make to your audience that advances your purpose, then organize and sequence them appropriately.

Step Two: Write

Organize your ideas using one of the organization methods, sequence ideas, and group information using explanatory headings.

Write clearly and succinctly to meet your audience's needs using straightforward sentences while eliminating stumbling blocks to comprehension (such as gobbledygook, sexist language, jargon, euphemisms, and clichés). Practice drafting as a method for quickly getting your thoughts on paper.

Use these aspects of verbs appropriately: action verbs, active voice, person, tense, and

tone to communicate effectively. Concentrate verbose verbs and excavate buried verbs. Choose the correct words (including frequently misunderstood words) and terms, and use them consistently.

Revise to reconsider existing text, include new information, recast your sentences, and create cogent paragraphs. Ensure parallel structure, use precise words, create cogent ordered and unordered lists, use positive expressions, and control sentence length. Rewrite to expand your perspective, and for easier comprehension and readability to better address your audience and purpose.

Step Three: Finish

Edit for correct word usage and clarity. Check for consistency and accuracy. Spell check to fix misspellings. Proofread to correct grammar, punctuation, contextual misspellings, and mechanics. Format to visually display your information so that your reader can quickly grasp its structure and organization.

Document Types

There are four major document types—instructions, reports, plans, and proposals—and a number of smaller one (including emails, memos, and letters). Learn what each comprises, and how to write each for the greatest impact and results.

In-Class Writing Project

Plan, write, and finish a project customized to meet your business needs, then conduct a peer edit to enhance your skills—an exercise that helps transfer your training to the job.

SOLARI'S LEAD INSTRUCTOR

Rich Maggiani



Certified Teacher

Rich is certified to teach professional adults down to high school students. He teaches communication classes to business professionals across the country, as well as to both undergraduate and graduate students. Rich understands that classroom skills must transfer to the job to be most effective, and employs techniques to ensure that training transfers. He holds a Masters degree in Administration, and a Bachelor's in Education. In 2008, Rich earned the rank of Fellow from the Society for Technical Communication. Learners benefit from his academic and professional background.

Instructional Designer and Trainer

For over twenty years, Rich has been designing instruction and teaching for universities, nonprofits, governments, and corporations small and large. Instructional materials include instructor guides, student guides, reference manuals, job aids, tutorials and online help, curricula, and classroom content (concepts, skills, exercises, practice activities and scenarios, and discussion questions). He regularly presents at professional conferences on a variety of communication topics. Rich also writes a series of position papers on communication topics, and authors a column for the professional communication periodical, *Intercom*.

Communication Professional

Rich founded Solari Communication to offer clients a spectrum of communication services that enable companies to prosper. As a business owner, Rich fully appreciates that simple, clear communication is crucial to success. Rich ensures that skills he imparts in the classroom not only benefit students, but more importantly, enable your company to attain its goals.