



Better Business Writing Course

1 Sessions -
1 Hour of Interactive Training

Discover the ten key techniques for effective communication that will help you grow more confident in your ability to express yourself clearly. Good business writing is as important as ever. This LearnKey course based on the book *Better Business Writing* by Susan L. Brock covers critical skills required for you to develop an impressive business writing style. You will recognize and correct problems, avoid redundancies and define your communication goals.

Benefits

- Gain the skills needed to effectively communicate in writing.
- Create more effective memos and letters.
- Define and communicate your message for better results.

About The Author

Susan L. Brock has led Coopers & Lybrand's San Francisco-based communication practice for eight years. Along with helping organizations communicate more effectively with their employees, Sue has taught college level business writing for the past 10 years. She is also the author of *Writing Business Proposals and Reports* and the co-author of "Writing a Human Resource Manual".

Session 1

Section A: Better Business Writing

- Introduction
- Know Your Audience

Section B: Practice the Basics

- Spelling
- Punctuation
- Usage

Section C: Developing a Style

- Defining Style
- Finding Your Style
- Improving Style

Section D: Form and Format

- Selecting a Format
- Formatting

Section E: Writing Persuasively

- Motivated Sequence
- Conclusion