



Your Total Training Resource

## **Effective Business Writing Skills Virtual Workshop**

There is no doubt that effective written communication makes a company more efficient and contributes to the bottom line. In fact, the ability to effectively communicate has never been more essential for success than in today's competitive business environment. Written communication drives business—yet much of what is written is ignored, misunderstood or fails to meet its objective. Investing in your employees' ability to effectively communicate has never been more critical.

Good business writing isn't a given; even top executives struggle with writing clear, concise documents that get the point across and keep the reader engaged. Recent graduates often fail to make a successful transition from academic to business writing and from texting to emailing. Seasoned business people sometimes fail to update their skills and end up with stale, stagnant writing that dates both them and their organizations.

### **The Solution:**

In this very timely Effective Business Writing workshop, participants will learn how to craft documents, for both internal and external clients, that will meet the desired outcome— documents that are concise, easily understood, audience focused, and error free.

### **Who should attend this workshop:**

- Employees who use written communication (including email) for both internal and external customers
- All levels of management
- Business owners and private practitioners

### **Key Learning Points:**

- Planning and organization
- Definition of purpose
- Message structure
- Appropriate tone
- Audience analysis
- Email writing – do's, don'ts, etiquette, format
- Sentences and paragraphs – structure, length, pointers, transitions
- Active versus passive voice
- Wordiness and redundancy
- Antiquated words and pompous language
- Confusing and misused words and phrases
- PowerPoint tips
- Proofreading
- Critique and edit of writing samples for readability, style, punctuation, mechanics, and grammar



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## Registration Information

**Time:** This is a 6-hour workshop delivered over 2 days.

**Pricing:** The per person fee for 1-2 participants is \$295.00; for 3 or more the fee is \$255.00 per person. **This fee covers both sessions.**

### Other Information:

- The session will be delivered on the Zoom platform so all participants will work from their own workspace and use their own computer. Zoom has video capability but, if the participant's computer is not equipped with a camera, audio will also work.
- *To register we will need the name of each participant and their email address.*
- Five (5) days before the date of the session we will send each participant an electronic copy of the course materials. Additionally, we will provide a link of a Meeting ID that when clicked on will allow the participant to enter the training room. For those signing up less than 5 days prior, it will be no problem as we will immediately provide this information.
- Participants should enter the Zoom training room at least 15 minutes (8:45 AM) before the start time.
- The session will be limited to 20 participants to allow for, and ensure, maximum interaction, participation and engagement.

**To register** or for additional information either email, phone or complete the [online registration form](#).

**Email:** Ken Keller at [kkeller@c-kg.com](mailto:kkeller@c-kg.com) or Dean Carroll at [dcarroll@c-kg.com](mailto:dcarroll@c-kg.com) or

**Phone:** (630) 495-0505 or (800) 869-7497.

**Register online:** [Complete form by clicking here](#). If you register online, a confirmation email will be sent to you with next steps and payment details. Please note we accept checks as a form of payment.

**[To see a complete list of our current workshops click here.](#)**

Customized onsite and virtual workshops are also available.

Please contact us with any questions or concerns you may have. Email: Ken Keller at [kkeller@c-kg.com](mailto:kkeller@c-kg.com) or Dean Carroll at [dcarroll@c-kg.com](mailto:dcarroll@c-kg.com) or Phone: (630) 495-0505 or (800) 869-7497.