

## BUSINESS WRITING AND GRAMMAR

### **LEARNING FORMAT:** CLASSROOM (onsite)

Effective written communication is clear, concise, and easy to understand. People are more likely to comply with something if they can read and understand it quickly and easily.

In business writing, even a small mistake can have unintended consequences. A misplaced (or missing) comma can cause confusion or misunderstanding. Using the wrong word (effect for affect) reflects poorly on the writer's skills as well as the employer's reputation. A harshly worded, unfriendly email can affect the bottom line if a client is offended.

Writing well is a core skill in today's technology-heavy workplace. This workshop assists all writers brush-up on their basic writing skills.

### **DO YOU FACE ANY OF THESE ISSUES?**

- Are individuals not clear and concise with written requests and is it causing confusion and frustration?
- Have clients or customers remarked on mistakes, misspellings or poor grammar?
- Is the style, organization and formatting inconsistent and not professional? Is punctuation used incorrectly?
- Are wrong or incorrect words used in regular, everyday communications?
- Is there confusion between subject and object pronouns?

### **PERFORMANCE OBJECTIVES**

#### **Helps individuals:**

- Apply concepts of reader friendly writing in all workplace writing tasks.
- Employ the 5-step writing process.
- Choose appropriate organization, structure, and format.
- Apply standard rules of punctuation and grammar.
- Identify common writing errors and know how to correct them.
- Produce clear writing in a consistent, professional manner and style.

#### **Primary Competencies Developed:**

- Ready-friendly and professional written communication

### **COURSE OVERVIEW**

- **Ready-Friendly Writing:** Working in teams and through discussion, participants define Reader-Friendly Writing (RFW) and identify its characteristics. Discussion also includes the importance of how RFW affects readers' perceptions of the writer (and the employer) and how it influences compliance or a call to action.
- **Formal versus Informal Writing Tasks and Organizational Models:** Participants consider which workplace writing tasks are formal and informal. After, they identify which organizational format is appropriate for formal writing tasks.
- **5-Step Writing Process:** Participants learn the five steps of the writing process. Through discussion and the slow-release model, learners apply the five steps to a writing activity.
- **Mechanics Review:** Facilitator reviews the basic rules of punctuation, with particular attention paid to the period, comma, colon, apostrophe, and semi-colon. Learners apply their knowledge to identify and correct common punctuation errors.
- **Grammar Review:** Participants discuss what is grammar and why it is important. Participants review basic grammar terminology, sentence structure, active and passive voice, and correct usage of subject, object, and relative pronouns. Participants apply their knowledge to identify and correct errors in grammar.
- **Usage and Style:** Facilitator leads a discussion on the proper use of homophones (it's / its), troublesome words (affect / effect), precise language, clichés, and capitalization in titles. Participants apply their knowledge to identify and correct errors in usage and style.
- **Practicum:** Participants apply the workshop content to a workplace writing project.

### **COURSE DETAILS**

- **Target audience:** All employees and leaders
- **State-fundable:** Yes
- **Course length:** 4-5 hours.
- **Facilitator Certification:** Yes. Selected trainers only.
- **Prerequisites:** None
- **Optimal Group Size:** 10 to 15. 20 maximum.
- **Course Prep:** Yes. Participants are encouraged to share writing samples in class for peer review.
- **Notes:** Suitable for all environments.

### **RELATED COURSES**

- Communicating for Leadership Success
- Communicating with Impact
- Collaborating & Dealing with Conflict
- Resolving Workplace Conflict