

# Solid Business Writing

## Course Objectives

Successful completion of this course will increase your ability to:

- Implement techniques to effectively write all types of business documents
- Utilize outlining to plan documents
- Follow acceptable e-mail protocol
- Edit and proofread for complete and professional documents

## How You Will Benefit

In the business world, writing faux pas are too common. Sending an email with a glaring typo, not editing a letter to save time, or distributing a memo with vague information, are typical mistakes that make employees look incompetent. But aside from looking stupid, bad business writing can harm your team's communication, make you lose customers, and even contribute to major profit losses.

Take a look at some examples law professor Joseph Kimble collected in a study of 25 businesses and organizations that improved their bottom line and practices by improving their copy. When FedEx revised manuals for ground operations employees, the average search time dropped from 5 minutes to 3.6. This saved \$400,000 per year just in the time employees spent looking for information.

After General Electric revised a software manual, customer calls and messages to their support team dropped by 125 calls per month. They estimated a savings of \$375,000 per year for every single customer with the revised manual.

This course will teach you how to craft writing that's easier to read, get information out effectively, and reduce misunderstandings and mishaps. As a result, you will be able to create an image with words, increase communication, represent your level of competence, make less embarrassing mistakes, get business done faster and improve relationships with customers.

## Key Topics Covered

This course explores the following subjects in depth:

- How to spend less time writing
- Planning a document to specify what action you want readers to take
- Understanding the structure of reports, e-mails, proposals, letters, and memos
- Strategies to organize your message
- Jumpstarting out of writer's block
- The steps of the editing process

## What the Course Offers

- Interactive learning setting
- Opportunity to apply the concepts through role-play
- Thorough set of materials: Participant Guide and one-page RM Desk Reference

## Length of Course

- 1 day

## Audience

- Supervisors/Managers



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