

# FREEDOM FOCUSED

THE CENTER FOR SELF-ACTION LEADERSHIP

“People with outstanding business writing skills can write their own ticket in the professional world.”

- Dr. Jordan R. Jensen

## Ideal For:

- Entry-mid career professionals
- First-line supervisors
- Technical staff & leads
- Customer service & business services personnel
- Administrators
- Technicians

## Course Outcomes & Deliverables:

- Consistently strike the right tone by knowing your audience and clarifying your objective
- Understand the 8-steps to writing any document
- Develop and polish your ability to organize, draft, and proofread professional documents
- Increase your credibility and confidence to write more efficiently and effectively

## Results Focused Business Writing:

The Fundamentals of Professional Written Communication

### Course Description and Outline:

Written communication is essential in our world of e-mail, advertising, and documentation. This course helps managers and workers brush up and polish their professional writing skills through the delivery of cutting-edge content. It also provides interactive writing exercises throughout the day.

#### Business Correspondence

- Formatting a letter, memo, or e-mail
- Understanding and leveraging tone
- Learn the difference between explicit and implicit messaging
- The importance of framing your message
- Ridding your document of “Rhetorical Baggage”
- The “Telephone Test”
- Mastering the art of persuasion

#### Professional Writing Assignments

- Brainstorming, outlining, mind-mapping, and free-writing
- Writing the introduction, body, and conclusion
- Composing effective transitions
- Formatting a report, proposal, or RFP
- Benefits and caveats of using a template
- Bibliographies/Reference pages, citations, and footnotes
- Using color and other tools of emphasis

#### The Elegance of Simplicity

- Syntax selection and avoiding redundancies
- Get rid of gobbledeygook by omitting needless words

#### Editing & Proofreading

- Understand the difference between “editing” and “proofreading”
- Draw a contrast between “reading” and “proofreading”
- Learn the seven different ways to review a document
- The benefits of track changes

Contact us today to Educate, Engage, and Inspire your Organization

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