Business Writing for Impact: How to Write So People Will Read

With all the messages business people are bombarded with on a daily basis, it is more critical than ever to write effective communications. How can you ensure that your email or letter is the one that gets read and acted on first? Spend a day learning and practicing techniques for creating clear, concise business communications that get your reader's attention and response.

Learning Objectives:

- Examine why writing skills are critical to business and career success.

- Analyze audience communication styles and how to compose messages to match.

- Use a process to structure business communications clearly and actionably.

- Implement strategies to buffer "bad news" in emails and letters to customers.

- Develop business email acumen with strategies for improving readability by editing and proofreading.

CEUs:	HRCI Credits:	SHRM:
0.7 (6.5 hours)	6.5 HR (General)	6.5 PDCs

Learning Options:

- Classroom training
- At your location

Who Should Attend:

- Any business person who writes to customers, suppliers, colleagues, or company decision makers.

Learn. Grow. Succeed.

**Delivery options include learning at MRA, at your location, or online.
Contact MRA to explore how this program may be customized to your unique individual and team training needs.**

www.mranet.org   **800.488.4845**

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Where HR Means Business.

- **Develop a robust understanding of the characteristics of business writing**

- **Explore different communication styles and how to relate to the various styles in your audience**

- **Review the language and mechanics of business writing**

- **Analyze best practices for writing successful business emails**

- **Discuss the pros and cons of using text and instant messaging in business communication**

This class gave me some excellent tips and tricks that will help me fine-tune my writing skills.

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