Business Writing
Write clear, concise and successful communications

OVERVIEW

Every professional position requires some form of writing, whether it is an elaborate report or the simplest emails. How you write is just as important as what you write, and key ideas can become easily lost in poor communication—affecting the impact of your message and your audience’s response.

In this course, you will learn to improve the professionalism and quality of your writing, pick up key written skills, and discover ways to ensure your written communications continuously stand out from the crowd.

WHO SHOULD ATTEND?

This program is ideal for anyone who uses written communication—from managers, professionals, and team leaders to technical specialists, administrative executives, and customer service representatives.

You are the perfect candidate to improve your business writing if you want effective ways to write with confidence, save time, and deliver clear and meaningful communications that inspire collaboration from colleagues and clients. Come away with the tools you need to put clear ideas into thoughtful and persuasive words.

KEY BENEFITS & TAKEAWAYS

- Understand and assess the message, transmission method, and context
- Avoid communication breakdowns and express your thoughts clearly
- Learn when to use emails, reports, and social media
- Get the key skills you need to write different types of content
- Overcome common business writing errors and slip-ups
- Write with authority and master sentence structure
- Learn editing techniques for better communications

Themes covered over the duration of the program include:

Revisit the Communications Process
- Understand and assess the message, transmission method, and context
- Communication breakdown: causes and consequences
- Express your thoughts clearly

Select the Optimal Transmission Method and Format
- Emails, reports, and social media options
- Technical and training manuals
- Public information releases
- Employee communications

Write for Impact
- Avoid common business writing errors and slip-ups
- Write with authority: words matter
- Master sentence structure and review important grammar rules
- Apply editing techniques: be clear, concise, and accurate
- Enhance presentation techniques: increase interest and readability

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