

## Effective Business Writing

2 Days

**Enhance your writing by refining editing skills and communicating messages concisely in this 2-day workshop.**

Effective business writing hinges on clarity and precision. This course equips participants with the skills to refine their editing techniques, streamline their messaging, and write with purpose. By adopting a reader-centric approach, participants will learn to craft messages that are engaging, memorable, and results-driven.

Through a series of interactive exercises, participants will apply key principles in real-time. They will complete writing and editing tasks, receive structured feedback, and engage in peer discussions to reinforce learning outcomes.

### LEARNING OBJECTIVES

**By the end of this course, participants will be able to:**

- Identify the key components of effective business writing.
- Improve writing efficiency and overcome common productivity barriers.
- Recognize and correct common writing flaws to enhance clarity and tone.

### WHO SHOULD ATTEND

**This course is ideal for professionals who:**

- Wish to enhance the clarity and professionalism of their written communications.
- Are looking to adopt best practices used by experienced business writers.
- Want to refresh or strengthen their writing skills.
- Regularly prepare business documents such as proposals, reports, articles, speeches, press releases, or internal communications.

### PREREQUISITES

There are no prerequisites for this course.

## COURSE OUTLINE

### Day 1: Foundations of Effective Business Writing

- Module 1: Introduction to Effective Business Writing
- Module 2: Understanding Your Audience
- Module 3: Writing with Clarity and Conciseness
- Module 4: Building Empathy in Communication

### Day 2: Advanced Techniques and Practical Applications

- Module 5: The Power of Active Voice
- Module 6: Structuring and Formatting Your Writing
- Module 7: Effective Email Writing
- Module 8: Leveraging AI for Business Writing Excellence

## HOW TO REGISTER

**CALL** 1.833.282.6852

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