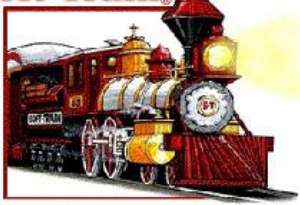


Soft-Train



*At Soft-Train
Technology Works*

Business Writing (1 Day) ST00023

COURSE GOAL: The Goal of this course is to provide the student with necessary Writing Skills to be an effective Business Manager

PREREQUISITES: None.

LEARNING OBJECTIVES:

Upon completion of this course the student will be able to:

- Understand Various Writing Styles
- Know what it takes to become and effective writer
- Writing skills to achieve desired Business results

KEY TOPICS:

I. The Practical Writer

- A. Problem With “Style”
- B. Toward a Definition of Style
- C. What Makes Business Writing Needlessly Complex
- D. Why a Consensus is Essential

II. Practical Thinking

- A. A Good writer works hard so that the reader won’t have to.
- B. The reader reads the words, not the mind.
- C. The reader boils things down.
- D. If you give the reader a chance to misunderstand you, he will take it.
- E. The principal goal of good writing is to convey.
- F. The meanings of words lie in the mind, not the dictionary.
- G. Good writing minimizes the chance of misunderstanding.
- H. The complexity of the subject should be the only complexity in the writing.
- I. In business, readers are ferociously impatient.
- J. Good writing sounds like good speech.
- K. Style must vary.

III. On Being Concise

- A. What Concise Means & Requires

- B.** Write with verbs, not with nouns.
- C.** State what the subject does, not what it is.
- D.** Avoid “smothered verbs.”
- E.** Challenge make, do, give, have, provide, and perform.
- F.** Never use effect and impact as verbs; use affect only in the sense of “to influence.”
- G.** Challenge adverbs.
- H.** Reveal the verb early.
- I.** Don’t worry about “passive” or “active”; just put the right word first and tell the truth.
- J.** Challenge it is and there are constructions.
- K.** Have a very good reason when you conceal the actor.
- L.** Find the word that captures the sense.
- M.** Beware basis, manner and way.
- N.** Be alert to “intruders.”
- O.** Avoid redundancy.
- P.** Don’t “double” terms.
- Q.** Assert.
- R.** Avoid “noun strings.”
- S.** Qualify only when necessary.
- T.** Avoid unnecessary repetition.

IV. On Being Empathic

- A.** Put words in subject-verb-other order.
- B.** Be judicious with that and which.
- C.** Use discretion when omitting that and which.
- D.** Place modifiers precisely.
- E.** Hyphenate to create the appropriate emphasis.
- F.** Keep equal ideas “parallel.”

- G.** Don’t vary terms without reason.
- H.** Vary terms only to avoid undue repetition.
- I.** Elaborate only when necessary.
- J.** Punctuate for nuance, not merely for clarity.
- K.** Do not allow dogmatic folderol to interfere with plain style.
- L.** Split the infinitive when emphasis requires it.
- M.** Don’t breed monsters in the attempt to avoid ending a sentence with a preposition.
- N.** Use the idiom.
- O.** Use personal pronouns when they are necessary.
- P.** Use one-sentence paragraphs for emphasis.
- Q.** Shift tenses when the truth demands it.

V. On Choosing Words

- A.** How to Find the Right Words.
- B.** Some Common Problems With Ordinary Words
- C.** Proper Word Selection
- D.** Avoid Repetition