

**Soft-Train**



*At Soft-Train  
Technology Works*

# Business and Report Writing (1 Day) ST00028

**COURSE GOAL:** Provide the student with the tools to be able to utilize effective writing methods in drafting business reports and be able to deliver strong but smooth ideas in a written format.

**PREREQUISITES:** None.

**LEARNING OBJECTIVES:**

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

- Use effective tones and language in written documentation
- Avoid using ineffective words and grammar when delivering ideas on paper
- Understand the concept of persuasion in writing
- Identify the correct formats of addressing the audience

**KEY TOPICS:**

**I. Analyze the Purpose and Audience**

- A.** What Result Do You Want from the Document?
- B.** Who is the Audience?
- C.** What Does the Audience Do with the Information?
- D.** What Information Does the Audience Need?
- E.** Does the Audience Know Little or Much about the Information?
- F.** Does the Audience Need Proof?
- G.** Plan How to Write to Multiple Audiences

**II. Writing the Five-Part Purpose Statement**

- A.** Decide the Type of Document or Oral Communication to Use
- B.** Pick a Verb That Describes What the Document Does
- C.** Assemble the Five Parts Into a Purpose Statement
- D.** Use the Purpose Statement to Settle Controversies

**III. Select Facts**

- A.** Using the Purpose Statement as You Select Facts
  1. Determine Facts
  2. Place the Facts In Order
  3. Determine Placement

**IV. Organize Your Points Into a Sentence Outline**

- A.** Write Your Points Using Short Words in Short Sentences

- B. Eliminate Redundancies and Irrelevancies
- C. Order the Points

**V. Compose the Draft**

- A. Compose the Body
- B. Compose the Conclusion
- C. Compose the Introduction
- D. If Necessary, Compose the Executive Summary
- E. If Necessary, Compose an Abstract

**VI. Review the Draft for Organization and Logic**

- A. Test Organization by Answering Three Questions
- B. Use Sentence Outlining to Improve Organization
- C. Test Logic by Answering Five Questions

**VII. Edit for Coherence**

- A. Repeat Key Words Throughout Your Document
- B. Ensure That Each Paragraph Begins With a Point
- C. Use Transition Words
- D. Use Vertical Lists for a Series of Like Items
- E. Ensure Your Graphics Make a Point
- F. Apply Visual Devices

**VIII. Edit for Clarity**

- A. Use Concrete and Specific Words
- B. Use the Active Voice
- C. Stay in the Present Tense When Possible
- D. Avoid Helping Verbs Would, Should, & Could
- E. Identify and Replace Ambiguous Pronouns
- F. Use Standard English Words
- G. Check Sentences for Misplaced or Dangling Modifiers

**IX. Edit for Economy**

- A. Cut Useless Verbs
- B. Cut Useless Prepositions
- C. Cut Who, Which, and That
- D. Cut Useless Repetition
- E. Cut Redundancy
- F. Cut Useless Comments
- G. Cut Useless Modifiers

**X. Edit for Readability**

- A. Using the Gunning Fog Index
- B. Replacing Long Words with Short Words
- C. Breaking up Long Sentences