

## Clear Business, Technical, and Email Writing One-Day Workshop

A conservative estimate is that employees spend 40 percent of their day writing at work.

Imagine—through training—employees cutting their writing time in half and producing clear, organized, and concise documents, including e-mails, reports, and technical documents. What could your company accomplish with the increased productive time and improved communication?

Choose either a one- or two-day workshop to dramatically improve the efficiency and effectiveness of employee writing.

*“Best instructor and best course I have received in my seven years with the company, and that’s saying a lot coming from a former instructor.”*

J.B.  
CAISO

	<b>Clear Business, Technical, and Email Writing</b> <i>One-Day Workshop</i>	<b>Advanced Business and Technical Writing</b> <i>Two-Day Workshop</i>
<b>Objectives</b>	<ul style="list-style-type: none"> <li>✓ Implement a writing process for efficient, effective writing</li> <li>✓ Drive clear outcomes in emails and status reports</li> <li>✓ Achieve clarity and conciseness in business and technical documents</li> <li>✓ Improve project and company communication</li> </ul>	<ul style="list-style-type: none"> <li>✓ Learn and apply the writing process to two business writing scenarios</li> <li>✓ Drive clear outcomes in emails and status reports</li> <li>✓ Achieve clarity and conciseness in business and technical documents</li> <li>✓ Do hands-on work on various document types</li> </ul>
<b>Topics</b>	<ul style="list-style-type: none"> <li>• Understanding three writing principles</li> <li>• Planning purpose, audience, and content of documents</li> <li>• Clustering to capture and organize information</li> <li>• Applying six persuasive writing techniques</li> <li>• Formatting based on writing scenario</li> <li>• Freewriting drafts quickly</li> <li>• Achieving clarity and conciseness</li> <li>• Avoiding sources of ambiguity</li> <li>• Incorporating active voice and parallel structure</li> <li>• Proofreading for perfection</li> <li>• Practicing the Top 10 Tips for effective emails</li> </ul>	<ul style="list-style-type: none"> <li>• Understanding three writing principles</li> <li>• Planning purpose, audience, and content of documents</li> <li>• Clustering to capture and organize information</li> <li>• Applying six persuasive writing techniques</li> <li>• Formatting based on writing scenario</li> <li>• Freewriting drafts quickly</li> <li>• Achieving clarity and conciseness</li> <li>• Avoiding sources of ambiguity</li> <li>• Incorporating active voice and parallel structure</li> <li>• Proofreading for perfection</li> <li>• Practicing the Top 10 tips for effective emails</li> <li>* Writing procedures or instructions</li> <li>* Practicing top technical writing techniques</li> <li>* Applying tips for international writing</li> <li>* Crafting executive summaries</li> </ul>