



## Advanced Business Writing

Writing well is a great differentiator because it's a skill that puts you head-and-shoulders above your peers. Moreover it's one of the ways that your wider stakeholder network will get to know you. Your challenge is to learn this high-level skill and to apply it to all your written communications, so you can express yourself consistently, clearly and concisely.

Attend this workshop to understand how to build on your current skills and write excellently across a range of documents.

### How do I know I should attend this workshop?

1. Do you know you could write better and are keen to up your game?
2. Have others told you they are unclear about what you mean in emails or other documents?
3. Does it take you longer to write documents than you would like?
4. Would you like your documents to be part of your personal brand?
5. Would you like professional feedback on documents you have recently written?

If you answer yes to most of these five questions then this workshop is for you.

### What will I do?

You will cover:

- Assessing the base-line: how you currently write and how you'd like to write
- Reviewing what holds or loses a reader's attention and why
- Understanding and identifying the four writing modes
- Practicing with modes that are most used at work: exposition, argument and persuasion
- Getting one-to-one feedback on your documents with your facilitator

### What are the outcomes?

By the end of this workshop you will have:

- Reviewed the fundamentals of good writing
- Analyzed the four modes: exposition, argument and persuasion, narrative, description
- Worked with exposition and understood the fundamentals
- Received feedback on the documents you send before the workshop

### How do I prepare?

**Please find 2-3 documents you have written and that you are proud of. Email them 3 days before the session to your facilitator.** Not doing this will mean you get less out of the workshop than you could and you won't benefit from professional feedback. **And bring your laptop with you to the workshop because you'll need to use it.**



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### **Who is iOpener?**

We develop people and organizational performance through the power of happiness at work.