Business Writing

Writing well is essential in today's time-poor, information-rich environment. This workshop will show you how to write clearly, position your ideas convincingly and get the results you want. Your challenge is to leverage the techniques that are common to all good documents.

Attend this workshop to get practical insights into how you write and to develop the tools to write even better.

How do I know I should attend this workshop?

1. Did you learn your business writing informally and by modeling your style on others' documents?
2. Have you ever written something then wondered what you actually meant at a later date?
3. Would you like to turn your writing into a core skill?
4. Could you benefit from specific and targeted feedback on your writing style?
5. Have you occasionally asked yourself 'I wonder how this document was received?'

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

What will I do?

You will work on:

- Organizing your thoughts
- Using structure and the inverted pyramid
- Understanding the power of verbs and the active voice
- Working with plain language
- Writing persuasively
- Editing your work

What are the outcomes?

By the end of this workshop you will have:

- Received feedback on your business writing
- Understood what to keep and start to improve your writing style
- Practiced and developed core writing techniques
- Gained insights and understanding of what makes an easy-to-read and credible document

How do I prepare?

You will need to submit two emails or documents you have written in advance of the workshop. They should not be shorter than three paragraphs or longer than an A4 page. Please make sure you have your name on them and email them to workshop@iopenerinstitute.com a week before your session. Please bring your laptop to the workshop with your writing samples easily accessible.

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