

# Continuum



## Business Writing

*Who would gain from this presentation:*

- *Any employee who uses written correspondence.*
- *Administrative assistants.*
- *Business owners/managers.*

This half-day workshop is intended to spotlight the importance of good writing in business. While the written word has some disadvantages, good business writing can help create a positive perception of an organization, be a competitive edge or call people to action.

This workshop cannot teach people to write but rather refine existing skills. Besides focusing on the role of effective writing in business, participants will give some attention to style, common grammatical mistakes and the accepted professional formats for business letters, memos and email.

The following is a general outline of the workshop:

- **Writing's Role in Business**
  - > Limitations and advantages of the written word.
  - > Knowing your audience.
  - > Wordiness.
  - > Active vs. passive voice.
  - > Gender-neutral writing.
- **Grammar and Style**
  - > Who/whom.
  - > He and I etc.
  - > Capitalization.
  - > Fewer/less.
  - > Punctuation.
- **The Formal Business Letter**
- **The Internal Memo**
- **Email**