



## Business Writing Fundamentals

In nearly any workplace situation, writing is something you will be expected to do continuously and expected to do well. Our writing style signals our leadership abilities; clear, effective, and appropriate written communication conveys both intelligence and dependability.

This module teaches the basics of writing a business letter, preparing a report, writing for a publication such as a peer-review journal or a book, and choosing appropriate methods or technology to send your message. These tools can increase writing effectiveness in the business world and beyond.

## Outcomes

1. Understand how to write business correspondence in the correct format to effectively convey the intended message and purpose.
2. Know how to use proper grammar and punctuation in professional correspondence.
3. Know when email is the best form of communication and understand the legal implications of emailing.
4. Understand how to write concise and clear business letters and emails.
5. Know the important and required elements of a technical report.
6. Understand how to correctly write and format for different forms of publications including press releases, blogs, books, and journals.

## Recommended Learners

### Higher Education

- Undergraduate Students
- Graduate Students

### Business, Industry, Nonprofits, & Agencies

- New Supervisors
- Step-up Supervisors
- Front Line Managers
- Contributing Team Members
- Senior Managers

Module 2, **Business Writing Principles**, walks you through the writing fundamentals you will need to project a professional image and create a good first impression on the written page.

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Listen to this short clip about how effective business writing can help you find jobs and get ahead, from Olin O. Oedekoven, President and CEO of Peregrine Leadership Institute.

Story of Results

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Download audio transcript PDF ↓

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At the end of this module, you should be able to:

- Organize your writing to make it easy to understand and read
- Explain how the audience influences written communication
- Describe the difference between skimmers and skeptics and how to write for each
- Write an email and a business letter with the correct basic components
- Effectively evaluate your writing to make sure it is ready to go, *before* you send it

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*An example of a learning event in our Leading Edge Learning modules. The types of instructional content within the modules include: readings, videos, transcripts, audios, interactive questions, offline application exercises, flash cards, narrated presentations, matching exercises, relevant articles, downloads, a final exam, and other activities designed to engage learners based on recognized science of learning educational concepts.*

**Applications and Best Practices**

<b>Higher Education</b>	<b>Business, Industry, Nonprofits, &amp; Agencies</b>
<ul style="list-style-type: none"> <li>✓ Helping new undergraduate students improve writing quality.</li> <li>✓ Improve the writing quality of graduate students.</li> <li>✓ Teach business English writing skills to non-native speakers.</li> </ul>	<ul style="list-style-type: none"> <li>✓ Developing the writing skills of new employees.</li> <li>✓ Helping new supervisors and managers with their writing skills.</li> <li>✓ Honing the writing skills of senior leaders.</li> </ul>

**Pricing**  
Module is Approximately 3-5 Learner Hours

<p>1-100 Learners per Year</p> <p>\$49 per Learner</p>	<p>101-500 Learners per Year</p> <p>\$44 per Learner</p>	<p>500+ Learners per Year</p> <p>\$39 per Learner</p>
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