

## Course Objectives & Outline

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### Business Writing

Written communication is critical to any business. From crafting and sending emails, designing marketing materials, submitting proposals, and creating business reports, organizations produce written communication every day. When written communication is done well, it can lead to better insights into your organization, increased business opportunities, and increased employee morale.

This course will cover the importance of written communication in business, understanding your audience, types of written business communication, and how to improve your business writing.

#### Course Objectives

Following the completion of this course, participants will be able to:

- Understand the purpose of business writing
- Understand the various modes of business writing
- Understand why business writing is important to their organization
- Know how to determine their audience and adjust their writing to meet audience needs
- Understand the three steps to business writing
  - Planning
  - Writing
  - Editing
- Understand how to assess the effectiveness of written communication

The course follows an interactive format that caters to various learning styles. In addition, behavioral-based application and action planning is a part of every course Horizon Point facilitates.