

*Welcome to
Business Writing I
Grammar and Other Writing Mechanics*

Tools for improving written communication professionalism and perceptions

Workshop Goal:

This full-day session is designed to help you eliminate embarrassing errors that can detract from your professional business communications. This workshop will provide simple answers to the most frequently asked questions on grammar and punctuation. You will develop confidence in your ability to write effectively.

Objectives:

Upon completion of this course you will be better prepared to:

- Identify and eliminate many common grammar and usage errors.
- Determine how to correctly form plurals and possessives
- Choose correctly from confusing pairs of words (e.g. affect/effect, fewer/less, who/whom, etc.)
- Make subjects and verbs agree
- Use commas, colons, and quotation marks correctly
- Communicate more positive, professional perceptions in written communications

Who Should Attend: All employees who generate their own correspondence or reports, or who are responsible for the correspondence or reports of someone else.

Welcome to
Business Writing II - Best Practices for
Enhancing Business Writing Skills

Today's successful organizations are embracing quality standards throughout the workplace. Unfortunately, one important area is often overlooked: **Business Writing**.

Does your business writing measure up to the standards of the new millennium?

Consider: Every year American companies lose millions of dollars as a result of poor communication. This ineffective communication wastes valuable time, creates misunderstanding, and alienates customers. While new technology simplifies the process of writing documents, designing graphics, and sending electronic mail, there is no substitute for the human effort.

Workshop Goal:

This proven workshop is a fast-paced full-day session designed to help business people experience practical ways to improve their business writing skills for more effective written communication and results.

Objectives:

As a result of this course, you will be able to:

- Apply **Six Characteristics of Good Business Writing** to all types of documents.
- Follow the **Writing Roadmap** process for preparing business communication.
- Organize and present information for greatest impact.
- Foster e-mail etiquette to compose effective e-mail messages.
- Practice tips for more effective use of email subject lines
- Identify and eliminate a few of the common grammar and usage errors.

Introducing Your Writing Skills Expert Instructor

Jackie McCarroll



Jackie is an engaging training professional who has consulted with hundreds of global corporations, organizations, and institutions. Over the past 20+ years, Jackie has successfully partnered with an extensive list of clients including the automotive industry, healthcare and service providers, union organizations, non-profits, and academic institutions. Given her extensive background in both technical and core business skills, she specializes in providing customized learning solutions to strengthen employee performance and enhance business results.

- ☑ Since 1984, Jackie has successfully conducted over 2,500 highly rated workshops for more than 500 national and international audiences. Her work has also included guiding problem solving teams, facilitating meetings and business writing skills.
- ☑ Jackie has demonstrated expertise through customized course design and delivery, professional writing and editing services, meeting facilitation, individual coaching, and distance learning services. Her experience also includes development and instruction of interactive online learning.
- ☑ She has authored over 20 participant and instructor workbooks, including Mastering Business Writing, Mastering Technical Writing, Grammar Essentials, Proactive Problem Solving, Leadership Competencies and several others in core workplace skill areas
- ☑ To complement her instructional and consulting expertise, Jackie is certified to administer behavior and communication style assessments, including Myers-Briggs and DiSC. She is also certified in both the design/development and delivery of interactive distance learning.
- ☑ Jackie is an active member of the American Society for Training and Development, the Michigan Counseling Association, and the National Association for Female Executives.
- ☑ We are grateful that Jackie is part of our team and we are very confident that you will be more than pleased with her hands-on instructional approach.