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## Better Business Writing Course Outline

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### Course Overview

When you're fumbling for words and pressed for time, you might be tempted to dismiss good business writing as a luxury. However, it's a skill you must cultivate to succeed: You'll lose time, money, and influence if your emails, proposals, and other important documents fail to win people over. This course gives you the tools to express your ideas clearly and persuasively so clients, colleagues, stakeholders, and partners will get behind them. **The class is very hands on:** participants engage in numerous business writing exercises. Topics include:

- Grab and keep readers' attention
- Earn credibility with tough audiences
- Trim the fat from your writing
- Strike the right tone
- Review and edit documents
- Write short documents
- Brush up on grammar, punctuation, and usage

### Course Details

Class Duration	2 days (14 contact hours)
Course Materials Provided	Student manual and electronic files
Course Price	\$995 per participant. Special group pricing available.

### Prerequisites

A basic familiarity with the subject matter is helpful, but not required.

### Instructor and Courseware Designer

Brian Salk, PhD, PMP®, PMI-ACP®, has over 30 years of experience, specializing in hands-on traditional and agile project management, leadership, training, and consulting. He manages a variety of consulting and training programs and projects for his organization and for a number of Fortune 500 customers. His global clientele includes organizations in North America, South America, Europe, and the Middle East. In addition to authoring hundreds of training courses, Dr. Brian frequently delivers leadership training, management training, project-management certification training (e.g., PMP®) project-management best practices training, and a wide variety of business skills training. He is a four-time winner of the prestigious Worldwide Excellence in Training award from a global training organization, recognizing the 25 highest-rated instructors from a network of over 2,400. Dr. Brian earned his PhD from Fielding Graduate University in the field of Human and Organizational Systems, with a focus on effective methodologies related to project management education, and his Masters of Arts (Education) from the University of Michigan.

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### Lesson 1: The Foundations of Good Writing

- The Four Stages of Writing
- A Dozen Grammatical Rules You Must Know
- A Dozen Punctuation Rules You Must Know
- Common Usage Gaffes
- Dos and Don'ts of Business-Writing Etiquette
- A Primer of Good Usage

### Lesson 2: Delivering the Goods Quickly and Clearly

- Know Why You're Writing: Inform, Persuade, etc.
- Principles of influence
- Understand Your Readers
  - Key expectations and Requirements
  - Perform a stakeholder analysis
  - Persuasion
- Formulating Your Persuasive Argument
- Logical Arguments
- Logically Weak Arguments
- Manipulative Arguments: Appeals to Conformity, Fear, etc.
- Divide the Writing Process into Four Separate Tasks
- Write Your Main Points in Full Sentences
- Write in Full – rapidly
- Improve What You've Written

### Lesson 3: Developing Your Skills

- Be Relentlessly Clear
- Learn to Summarize Accurately
- Waste No Words
- Be Plain-Spoken: Avoid Bizspeak
- Use Chronology When Giving a Factual Account
- Be a Stickler for Continuity
- Learn the Basics of Correct Grammar
- Get Feedback of Your Drafts from Colleagues

### Lesson 4: Avoiding the Quirks That Turn Readers Off

- Don't Anesthetize Your Readers
- Watch Your Tone

### Lesson 5: Incorporating Visuals

- Use Graphics to Illustrate and Clarify
- Best Practices: Photographs
- Best Practices: Tables
- Best Practices: Bar Charts, Pie Charts
- Best Practices: Drawings
- Best Practices: Flowcharts
- Best Practices: Organizational Charts

### Lesson 6: Common Forms of Business Writing

- Best Practices: Emails
- Best Practices: Business Letters
- Best Practices: Memos and Reports
- Best Practices: Performance Appraisals
- Best Practices: Business Plans