

2-HOUR LIVE VIRTUAL HIGH-VALUE WRITING COURSES



Up to 50 learners



2 hour sessions



Instructor-led on Zoom

COURSES FOR
STAFF & TEAMS

Business Writing Fundamentals

In a Business Writing setting, clarity is key. Writers must support their readers by writing concisely and with action and accountability. This course helps business writers lead with a main point, cut the fluff, and build writing confidence. You'll also learn to break wordy writing habits from school, and adapt your writing to a business setting.

After taking this course, learners will be able to:

- Recognize the different requirements of academic and business writing
- Provide a clear main point and Call to Action
- Write with clarity and concision
- Adapt their writing to the needs of today's business readers
- Consider tone and write intentionally to build trust and relationships

Effective Emailing

Effective emails provide their reader with all needed information—but don't overload them with unneeded information. This course helps you write clear, actionable emails—supporting your reader by writing a strong main point, call to action, and purposeful subject line.

After taking this course, learners will be able to:

- Recognize the needs of today's readers
- Provide a clear main point and Call to Action
- Write with clarity and concision
- Provide an intentional subject line
- Use To, CC, BCC, and Forward with intention

Strategic Writing for Subject Matter Experts

Subject Matter Experts (SMEs) must share technical information with readers who often don't share their experience and background. This course helps SMEs create technical writing that both provides needed information and meets the needs of today's business readers.

After taking this course, learners will be able to:

- Recognize the needs of today's readers
- Adapt technical information for use by a less experienced audience
- Write with brevity and clarity
- Provide technical information that's easy to follow, recall, and use

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