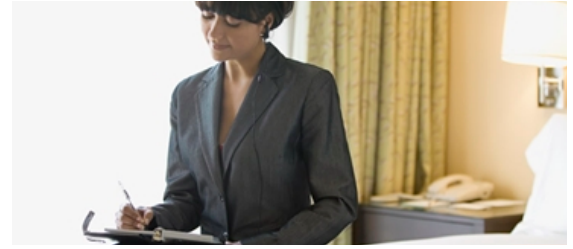


ERC Writing

EFFECTIVE BUSINESS WRITING SKILLS

*Write letters that engage readers and motivate action.
Propel your message with fast, efficient writing skills.*



Objective Reduce writing time and increase clarity in your documents and letters.

Designed for Professionals who need to communicate in writing.

Content By writing and editing business documents you will learn to:

- Organize your information with speed and precision
- Convey your message clearly
- Use adequate tone

Agenda

1. **Baseline:** We evaluate a current writing sample for readability. Participants learn how to evaluate how easy it is for a reader to understand their message and act on it.
2. **Organization:** Participants use simple formats to start and develop their documents. They identify and focus their message according to clear objectives.
3. **Clarity:** Get to the point. Cut the fat in your documents to be accurate and concise.
4. **Tone:** Conveying the appropriate tone will strengthen any message. These tools will maintain a professional image and strengthen relationships.
5. **Baseline Review:** Apply principles of Organization, Clarity and Tone to your baseline document. Measure readability and progress.