

THE BUSINESS WRITER

How to write persuasive and compelling business communications that get read

Program overview
1 or 2-day program



Benefits for your organization

Concise, clearly organized reports increase profitability through:

- ✓ Reduced writing time and fewer errors
- ✓ More approved business cases
- ✓ Fewer consultant and employee hours

Benefits for you as a writer

- ✓ You'll learn a structured approach to organize your thoughts in a compelling manner
- ✓ You'll learn writing techniques you can use right away in your job
- ✓ You'll gain confidence presenting your best self through your written communication

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Helping You Influence and Innovate at Work.

Dene Rossouw & Tracey Wimperly

The Business Writer

Does your business writing stand out – in a good way? When you are trying to pitch an idea or influence a decision, is your writing persuasive and clear? Are your thoughts and ideas well organized?

The most compelling business documents are those that start with a clear purpose and continue in a logical flow. Reports, proposals and even emails that get read are those that consider the reader(s), getting them into the right frame of mind through proper tone and accessible language. Your readers are more likely to take action when you write to express, not impress.

“While we have taken many great courses, in my opinion, this was the best. I can take back what I learned and immediately put it to use.” Anna Christian – City of Surrey

“**The Business Writer**” workshop is for anyone who wants to communicate more persuasively and effectively. Available as a **one or two day offering**, the workshop will provide you with highly practical techniques, resources and templates to make the task of writing easier and faster. You’ll come away with skills that will help you get noticed for the right reasons.

Timeless writing techniques

The Business Writing program has been designed with you as a learner in mind, giving you lots of opportunity to practice in a safe, supportive environment. You’ll learn how to:

- Write effective, persuasive business documents, using a systematic planning process;
- Conduct audience analyses and structure content aligned with your purpose;
- Recognize and avoid common pitfalls of unclear writing, such as jargon and poor grammar;
- Adapt business writing principles for email and social media communication.

Business Writing is a **one or two-day program** with 1.5 hours of pre-work that includes reading, watching short videos and completing an online quiz. Participants receive a comprehensive workbook, a “Grammar-To-Go” reference and practical tools and templates for use during and after the program.

For maximum benefit - and to make this session as practical as possible - you’ll be working on a real report or proposal. Participants should come to the workshop with a topic in mind.

The facilitators

Dene Rossouw is a motivational coach specializing in influencing and innovation. He helps leaders be better presenters, innovators, communicators and coaches at work. Dene can be reached at 778.386.5167 or dene@authenticdialogue.com



Tracey Wimperly is an accredited communications professional. She works with people at all levels of organizations to increase effective two-way communication. Tracey can be reached at 604.985.1796 or traceywimperly@shaw.ca

