

**American Management Association's
AMA's 2-Day Business Writing Workshop**

Learning Objectives

- Apply the Principles of Excellent Business Writing
- Organize Messages for Maximum Effect
- Use Business Writing Language Professionally
- Apply Techniques for Ensuring Quality Messages

Standards–Principles of Excellent Business Writing

- Apply the Principles of Effective Business Writing
- Establish a Clear Purpose in All Your Writing
- Meet the Reader's Needs by Providing Sufficient Detail

Structure–Organizing Messages for Maximum Effect

- Apply Techniques for Overcoming Writer's Block
- Employ Understandable Patterns of Organizing Information
- Use Linking Words and Phrases to Connect Sentences and Paragraphs

Style–Using Language Professionally

- Achieve Clarity and Precision in Daily Business Writing
- Choose Concise, Direct Language
- Detect Tone Issues and Determine the Best Tone for a Given Business-Writing Situation

Synthesis–Techniques for Ensuring Quality Messages

- Revise First Drafts for Purposefulness, Detail, and Organization
- Edit Language Effectively and Efficiently
- Proofread Messages for the Most Common Errors