

American Management Association's Business Writing Made Simple

Learning Objectives

- Write Simply in Ways That Get Real Results
- Get Through Writer's Block and Finish a Draft Quickly
- Choose the Right Words to Set the Right Tone
- Persuade Resistant Readers to Act on Your Recommendations
- Deliver Bad News and Unpopular Messages in Tactful Ways
- Avoid Common Grammar, Punctuation, and Writing Errors

An Approach for Writing Simply

- Describe Three Measures of Effective Business Writing
- Describe Seven Rules for Writing Simply
- Use the SMART Model for Writing Simple Messages
- Avoid Common Business Writing Problems

Seven Rules for Writing Simply

- Understand and Apply Rules for Writing Simply—at the Document, Paragraph, Sentence and Word Levels
- Understand and Avoid Common Errors in Grammar and Punctuation—Overwriting, Faulty Parallelism, Missing Commas, and Comma Splices

Writing Simply in Difficult Situations

- Follow the P-O-W-E-R Writing Process to Get Through Writer's Block
- Apply Tips for Simplifying Complex Information
- Use the Indirect Approach for Delivering Bad News
- Write a Persuasive Business Case