

# **WRITE RIGHT FOR POSITIVE RESULTS!**

## **Best Practices Guide to Writing One-Page Business Letters, Memos, and Reports**

9:00 am to 5:00 pm, Thursday, November 29, 2018

Manila Marriott Hotel, Pasay City, Philippines

### **Method:**

- Geared toward middle-to top-level executives, professionals, and managers
- Emphasis on bottom line guidelines for writing & communication
- Interactive discussions
- Global best practice samples and analysis (right & wrong, do's and don't's)
- Selected exercises & immediate feedback
- Tangential coverage of English usage

### **Course Flow:**

<b><i>Morning Session</i></b>	What Is a Business Letter, Memo, Report, and Business Proposal The Golden Rule of Business Writing The 10 Commandments of Business Writing <u>S.P.A.C.E. for L.O.V.E (Two Top Tips)</u> A Perspective on Various Kinds of Professional Writing Bottom Lines for Business (i.e. Practical) Writing Different Kinds of Messages <u>The Best Policy: Clarity &amp; Integrity in Writing</u> <u>Pope and Readability: The Concise K.I.S.S. (Variations of KISSing)</u> Quick Tips & Exceptions Sample Verbose Writing & Feedback <u>The Bilateral Click: The Direct K.I.S.S. (Directness to the Point in Writing)</u> The Paragraph Revisited A Practical Paragraph-Writing Formula Legal Sample: Case Decision as the Conclusion Business Sample: Bottom Line on Top Business Correspondence Formulas for the One-Page Direct Message (Three's Not a Crowd!) Routine Sparklers for One-Page Neutral Messages The Three-Paragraph Maximum Three Options for the Presenting Details: Paragraph, List, Matrix <u>KISSES to ABC: Tone in Writing</u> <u>Dunkin' Work and Gibran: Positive Messages</u> Word Choice Words Have Energy Options: the Objective Tone in Reports, the Sparkling Tone in Persuasive Proposals Readership Concerns: the Right Tone for the Boss, the Client, Etc
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*Afternoon  
Session  
Effectively*

Not So Fast, Speedy: The Difficult Message and How To Write It

B.E.A.R the Burden of Bad News (No Messages, Delays, Declining)  
Hold Them D.E.A.R. for Demand Messages (incl Disciplinary Memos)  
Bring Them A.F.A.R. for Conciliation Messages  
Soft-Sell A.I.D.A. for Persuasive Proposals

The Long Report

The Big Picture: The Main Parts of Any Extensive Write-Up  
Long Reports: Data Presentation & Analysis, Conclusions &

Recommendations

Short Ones: Bottom Line Clarity

Spicy Corporate Write-Ups: Style and Tone

Word Pictures for Features  
Tabloids To Go for the Corporate Newsletter  
Other Kinds of Writing  
Free-Wheeling Discussion  
Individual Writing Needs Addressed

Of Speed and Secrets for Successful Writing (Outlaw a Law!)

Rewriting, Writing, Reading

Flaming & Threading in the Email: Some Reminders

Avoiding and Managing Flaming in Cyberspace  
Threads, Adjusting Subjects, and Other Concerns

Recap of Key Learning Items

The Written Channel in Review (cf. the Spoken Channel)  
Writing to Enhance Relationships  
The Golden Rule of Business Writing  
The 10 Commandments of Business Writing

Integration & Action Steps: Tips for Cascading

Seminar Contact Person:

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