

BETTER BUSINESS WRITING

Experts

1. Susan L Brock

Subject Matter Expert

Susan L. Brock has led Coopers & Lybrand's San Francisco-based communication practice for the past eight years. Along with helping organizations communicate more effectively with their employees, Sue has taught business writing at the college level for the past 10 years. She is also the author of Writing Business Proposals and Reports and the co-author of Writing A Human Resource Manual. [\[Show less\]](#)

Better Business Writing

Product Id (061259)

🕒 53m 56s | 📁 Personal Productivity | 📦 1 module(s) | 📶 All

This course is proudly presented by Hal Calbom and is strongly based around the top selling book Better Business Writing by Susan L. Brock. Ten key techniques for effective communication will help you grow more confident in your ability to express yourself clearly. Good business writing is as important as ever. Being able to recognize and correct problems, avoid redundancies, and define your communication goals are all critical factors for effective business writing. At the conclusion of this course, you will have the critical skills to improve your spelling, punctuation, usage and style, while avoiding the pitfalls of business writing, and creating persuasive and more effective memos and letters.

A Certificate of Completion can be earned by scoring 80% or better on all Post-Assessments. A Badge can be earned by scoring 90% or better on all Post-Assessments.

Course content

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Better Business Writing	🕒 26m 56s	Open
📁 Better Business Writing Pre-Assessment		
Better Business Writing	🕒 5m 13s	Open
Practice the Basics	🕒 7m 41s	Open

Developing a Style	🕒 6m 12s	Open
Form and Format	🕒 4m 2s	Open
Writing Persuasively	🕒 3m 48s	Open
📄 Better Business Writing Post-Assessment		

Our Why

It's all about the "Why". At LearnKey that is Improving Employability Every Day. How we do that is through in-demand workforce solutions including career certification programs & learning solutions for every type of enterprise.

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