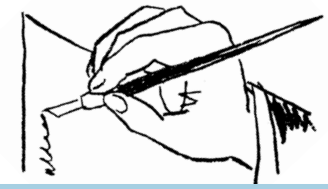


Business Writing Basics: *Write it Right*

Wednesday, May 14, 2014, at the U.Va. Richmond Center, Half-day—9:00 am–12:00 pm



Program Preview

The ability to write a good business letter is as important as dressing appropriately for work: both reflect who you are. In fact, your business contacts may know you only through your written correspondence. A clear, concise business letter reflects well on you and your organization. Good business writing communicates exactly what you mean to say in a way that the reader will understand; a wellwritten letter, memo, or email will help you get the results you want.

In this course, you will learn 8 basic steps to writing effectively, including organizing your thoughts, analyzing your audience, and enlivening your message using simple, clear language.

This workshop will help you to

- ▼ assess your audience
- ▼ determine and prioritize your key points
- ▼ use clear, concise language rather than technical jargon and out-of-date words and phrases
- ▼ strengthen your writing weaknesses

About the Trainer

Cindy Taylor is a learning consultant with Chesterfield University where she teaches in the schools of Quality and Continuous Improvement, Leadership and Personal Effectiveness, and Policy and Practice. Previously she implemented the county's first Employee Relations Unit. After 25 years of human resource management experience, Cindy's areas of expertise include employee relations; organizational development, supervisory training, and evaluation; mediation; professional certification; facilitation; and MBTI®. An active member of the International Public Management Association for Human Resources (IPMA-HR), Cindy is a contributing author to the *Kouzes and Posner Leadership Challenge Activities Book* and to *Leadership Secrets of Local Human Resource Officials* published by ORACLE and IPMAHR. She has a BA from Virginia Tech and an MA in public administration from George Mason University.

Who Should Attend

Frontline employees, supervisors, managers—anyone who prepares business communication

Program Details

Date & Time

Wednesday, May 14, 9:00 am–12:00 pm

Location

U.Va. Richmond Center, 804/662-7464
2810 N. Parham Road, Suite 300, Richmond VA 23294

Travel Directions

<http://www.scps.virginia.edu/locations/location-detail/richmond>

Cost

\$50, includes course materials.
Payment or PO# must accompany registration.

Cancellations

A \$20 fee will be charged for cancellations made by May 7. Cancellations after that date and no-shows will be charged the full registration fee.

Online Registration

Please call the Virginia Institute of Government at 804/371-0202 for your account password. Then you can register online at: <http://www.coopercenter.org/customer-portal>

For more information, please visit
www.VaInstituteofGovernment.org

Onsite Training

Let us bring the classroom to you. For details contact Billie Easton <bee2u@virginia.edu> 804/371-0202.

Questions?

Contact or Andrew Campbell <atc6n@virginia.edu> or Billie Easton <bee2u@virginia.edu> or call 804/371-0202.

Registration Form

Please submit only one name per registration form.

Business Writing Basics

Wednesday, May 14, 2014

at the U.Va. Richmond Center, 9:00 am–12:00 pm

Name _____

Title _____

Locality / Agency _____

Mailing Address _____

City _____

State & Zip _____

Phone _____

Email _____

Please indicate any special dietary or physical needs.

Make checks payable to: **Virginia Institute of Government, U.Va.**

TOTAL \$ _____

check [enclosed will be mailed]

PO # _____

credit card [VISA MasterCard AMEX DiscoverCard]

Account # _____

Exp Date _____

CCV _____

Cardholder's Name _____

Cardholder's Address _____

City / State / Zip _____

Phone _____

Email _____

Fax registration form to 804/371-0234 or mail to

Virginia Institute of Government, U.Va.

11 South 12th Street, Suite 225

Richmond VA 23219

Attn: Andrew Campbell

New Address



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