

# Business Writing That Works

Presented By Dr. Robert Kline

**Prerequisites:** None  
**Schedule:** One Day Session

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## Course Objective

This comprehensive, one-day business writing seminar focuses on the needs of people who must write effectively and persuasively to meet business requirements. Learn how you can tackle business communications with confidence, skill and enthusiasm!

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### Module I - The Basic Communication Model

### Module II - The Barriers to Effective Communication

### Module III - The Seven Effective Writing Principles

- Correctness
- Conciseness
- Clarity
- Completeness
- Concreteness
- Consideration
- Courtesy

### Module IV - Models for Effective Letter Writing

- Good News Model
- Direct Request Model
- Bad News Model
- Persuasive Request Model

### Module V - Effective Report Writing

- Logical
- Psychological

### Module VI - Using Effective Writing Techniques

- Paragraphs
- Sentences
- Words

### Module VII - Basic Writing Principles

- Review of English Grammar
- Review of Punctuation

### Module VIII - Applying Basic Writing Principles

- Writing a Report
  - Writing a Letter
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## About the Speaker

Dr. Robert S. Kline earned his bachelors degree in Business Education, and Master of Science in Education from Indiana University, and a Doctor of Education from the University of Pittsburgh. He retired in 1998 as a Professor of Management, College of Business Administration, Winthrop University. As a consultant to companies and schools throughout the United States and Europe, he has conducted over 1,500 programs and workshops. He was recognized in 1974 with the "Excellence in Teaching Award" by Phi Kappa Phi national honorary society.

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3020 West Arrowood Road • Charlotte, NC 28273  
(704) 522-8011 • Fax (704) 522-8105 • [www.employersassoc.com](http://www.employersassoc.com)