

# BUSINESS WRITING

## Master the art of persuasive business writing.

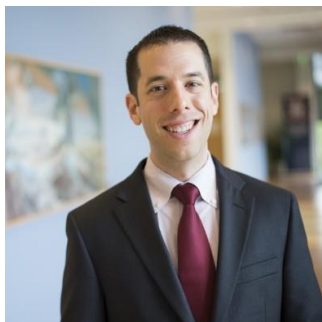


Writing well is the key to advancing our agenda and our ideas. We communicate in writing all the time—in e-mails, in memos, and in reports— but how can we make our writing compelling? How can we ensure our messages have impact?

This two-day course explores the essentials of effective writing. Through individual and group exercises, participants will learn how to compose a memo, write convincing e-mails, and incorporate powerful anecdotes. In addition, participants will receive personalized feedback on both their structure and style. Participants will leave the program with an improved ability to write clearly and persuasively.

### FACULTY

Steven D. Cohen is an associate professor and the Faculty Director for Business Communication at the Johns Hopkins Carey Business School. He is an accomplished scholar and dynamic trainer who has brought research-based insights to companies in a wide range of industries. Dr. Cohen has been quoted in media outlets such as the Financial Times, Slate, Huffington Post, Inc., New York Magazine, and NBC News. He also was featured in the BBC Radio documentary, “Churchill’s Secret Cabinet.”



Dr. Cohen’s work has appeared in national and international publications, including College Teaching, Communication Teacher, The International Journal of Listening, Listening Education, Relevant Rhetoric, and Toastmaster magazine. He has presented his research at top-tier academic conferences, such as the National Communication Association Convention and the Association of American Colleges & Universities Annual Meeting. Dr. Cohen is the author of two books, Public Speaking: The Path to Success and Lessons from the Podium: Public Speaking as a Leadership Art. Prior to his academic career, Dr. Cohen was an assistant vice president and team leader at Bank of America and later became a senior strategy consultant at IBM Global Business Services. He holds a PhD in communication from the University of Maryland and a master’s degree in public policy from Harvard University.

### WHO SHOULD ATTEND

This program targets professionals who want to hone their business writing skills. It is especially appropriate for mid-level professionals and new/experienced managers. Individuals who regularly summarize complex ideas, write webpage content, and craft marketing messages are highly encouraged to attend.

### TUITION

**\$3,200** for the 2-day course

**20% discount** to JHU and JHHS employees \$2,560

**JHU employees may use tuition remission** for the seminar

### LOCATION

**Locations may vary. Please check the registration details and your email for location.**

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## Course Agenda

### DAY 1

8:30AM-9:00AM	REGISTRATION AND BREAKFAST
9:00AM-12:00PM <i>(Including a Coffee Break)</i>	<b>MORNING SESSION</b> <ul style="list-style-type: none"><li>Thinking like a writer</li><li>The writing process</li><li>Writing a business memo</li></ul>
12:00PM-1:00PM	LUNCH AND AFTERNOON PREPARATION
1:00PM-4:00PM <i>(Including a Coffee Break)</i>	<b>AFTERNOON SESSION</b> <ul style="list-style-type: none"><li>Writing effective emails</li><li>Explaining complex ideas</li><li>Memo-writing workshop</li></ul>

### DAY 2

8:30AM-9:00AM	BREAKFAST
9:00AM-12:00PM <i>(Including a Coffee Break)</i>	<b>MORNING SESSION</b> <ul style="list-style-type: none"><li>Finding the right tone</li><li>Writing powerful anecdotes</li><li>Overcoming writer's block</li></ul>
12:00PM-1:00PM	LUNCH AND AFTERNOON PREPARATION
1:00PM-4:00PM <i>(Including a Coffee Break)</i>	<b>AFTERNOON SESSION</b> <ul style="list-style-type: none"><li>Delivering your message</li><li>Sending cold emails</li><li>Reflecting on your writing</li></ul>