

## Course Description

### Clarity and Conciseness in Business Writing (KLplus CPE Course)

#### Description:

Being clear and concise in business documents and messages isn't always easy. But it's essential in the workplace if you want what you write to be read. In this course, you'll explore techniques you can use to make your writing more clear. Specifically, you'll learn about the importance of using short and familiar words, appropriate connotations, concrete and specific language, and transitional words and phrases. You'll also explore tips for being more concise in your writing and best practices for organizing content.

#### Learning Objectives:

Upon completion of this course, the learner will be able to:

- identify examples of guidelines for making clear word choices when writing
- recognize how to apply guidelines for writing clearly
- recognize how to apply guidelines for writing concisely to a given sample of business writing
- recognize the effective use of precise verbs and active voice in a given sample of business writing
- recognize ways of organizing written text for greater reader understanding
- identify design elements that can help increase reader understanding of written text
- apply techniques for writing clearly and concisely

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Estimated Course Duration: 30 minutes (0.5 CPE)

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Delivery Method: Online Self-Study

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Field of Study: Communications and Marketing

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Program Level: Overview

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Prerequisites: None

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