

WRITEBOSTON

Business Writing Workshop Summer 2008

Young people often see the world of school very differently from the world of work. While some consider work to be a “more important” setting because of the financial reward, it is essential that a school to career experience highlight the similarities between academics and the workplace. The result will be young people who are serious about their studies and who apply important reading, writing, and critical thinking skills to their places of employment. Young people will not only become better and smarter workers, they will see their time in school as an important preface to their future careers.

Writing is a skill most employers cite as critical to the success of their employees—and a skill that is lacking in many. According to Murnane and Levy (1996) “Today more than ever, good firms expect employees to raise performance continually by learning from each other through written and oral communication and by group problem solving.”

To help build upon oral and written communication skills, WriteBoston suggests two workshops for teens, each with an emphasis in writing, throughout the course of the summer. Content can be adapted to respond to specific requests.

- **First workshop** - The first writing workshop focuses on the importance of writing well in any industry and the interview process, incorporating writing, interview techniques and presentation of their candidate to the class. The workshop also provides a packet and advice on email etiquette in the workplace.
- **Second workshop** - The second workshop introduces the students to the structure of a business letter, the importance of adding details in all their writing and the purpose of the cover letter when applying for jobs. The students write a paragraph on the details of one of their achievements, and are instructed on how they would use these details in writing a cover letter, as well as the importance of their presentation in such a letter.

WriteBoston Business Writing Workshops

“When you are on the job, you are no longer writing for a teacher, but for a living.”
- School to Work

Increasingly, the labor market demands that workers have high-level skills. It is more difficult to enter a career of choice without first demonstrating competency in writing and writing is widely considered a “gateway” skill for higher paying jobs. Over the last ten years, the average literacy rate required for all occupations rose by 14%. Written communication now dominates the workplace.

Business Writing Basics

- Letter Format
- Memo format
- Composing e-mail
- Planning business documents
- Revising for purpose and audience
- Revising for tone and style
- Eliminating biased language

Memos and Letters

- Complaints
- Good news messages
- Delicate/bad news messages

Job Search

- Resume
- Cover letter
- Thank you letter
- On line applications

Business Plan

- Research
- Design

Research Papers

- Business Topics
- Success/Failures

Addressing the Public

- Telephone
- Public presentations - Power Point