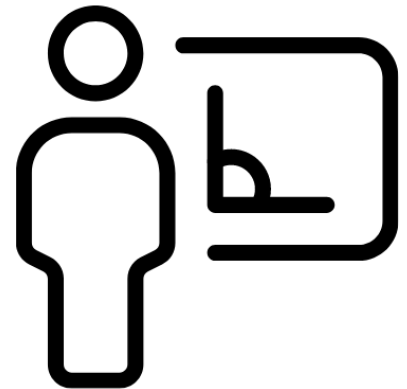


# Instructors Guide



On the following pages is a sample module from our Instructor Guide. It provides the instructor with a copy of the material and a Lesson Plans box.

The key benefit for the trainer is the Lesson Plan box. It provides a standardized set of tools to assist the instructor for each lesson. The Lesson Plan box gives an estimated time to complete the lesson, any materials that are needed for the lesson, recommended activities, and additional points to assist in delivering the lessons such as Stories to Share and Delivery Tips.



*When all other means of communication fail,  
try words.*

*Anonymous*

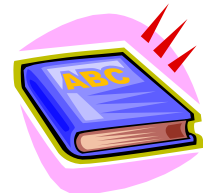
## Module Two: Working with Words



The building blocks of any writing, whether for business or social purposes, are words. Failure to use words properly can affect the over-all impact of your prose. In this module we will discuss the spelling of words, grammar issues in writing, and how to prevent both by creating a cheat sheet.

### Spelling

The use of correctly spelled words is important in all business writing because you are presenting a professional document. A misspelled word can reflect negatively on your image. It may also result in confusion in meaning.



Here are some tips to improve spelling issues when writing:

1. Familiarize yourself with commonly misused words, particularly sets of words often mistaken for each other.

Example: *Affect* vs. *Effect*

Affect is to influence or change. (Our income has been affected by the global recession.)

Effect is the impression, result. It can also mean 'to cause'. (The global recession has a dramatic effect on our income.)

This problem also happens with pronouns or pronoun-linking verb contractions which sound alike.

Examples: *who's* vs. *whose*, *their* vs. *they're* and *your* vs. *you're*.

2. Make sure you pronounce words properly. Colloquial pronunciations can cause people to omit certain letters in writing. Example: writing '*diffrence*' instead of '*difference*' because one pronounces this word with a silent first e.

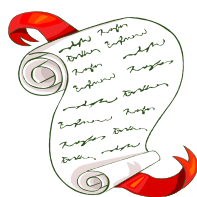
3. Note some friendly rules on spelling. Example: *i* before *e*, except after *c* (e.g. receive, belief)
4. If you're writing for an international audience, note that there are acceptable spelling variations in the different kinds of English. For example, American and British English tend to have many differences in the spelling of the same words. Notable are the use of *-ou* instead of *-o*, as in *colour* vs. *color*; *-re* instead of *-er*, as in *centre* vs. *center*; *-ise* instead of *-ize*, as in *realise* vs. *realize*.
5. Lastly, use spelling resources! These days, spell checking is as easy as running a spell check command on your word processing software. If you're still uncertain after an electronic spell check, consult a dictionary.

NOTE: Discussions on spelling liberties people take when sending emails would be discuss in a later module.

<b>Estimated Time</b>	15 minutes
<b>Topic Objective</b>	To underscore the importance of correct spelling in business writing. To give tips on how to improve spelling.
<b>Topic Summary</b>	A misspelled word can reflect negatively on your image. It may also result into confusion in meaning.  Tips on improving spelling: <ol style="list-style-type: none"> <li>1. Take note of words often mistaken for each other.</li> <li>2. Make sure you pronounce words properly.</li> <li>3. Note friendly rules in spelling.</li> <li>4. Be sensitive to spelling differences in variations of English.</li> <li>5. Use the spell-check function in your software, as well as the dictionary.</li> </ol>
<b>Materials Required</b>	<ul style="list-style-type: none"> <li>• Flip chart paper</li> <li>• Marker</li> </ul>
<b>Planning Checklist</b>	Prepare the questions on a flip chart paper or a PowerPoint slide. Note the answers that can be found in the activities folder.

<p><b>Recommended Activity</b></p>	<p>Post the following sentences on a flipchart paper or on a PowerPoint slide.</p> <ol style="list-style-type: none"> <li>1. We have recieved the files that you sent.</li> <li>2. This is official notice that your in charge of facilitating the next meeting.</li> <li>3. The project is allmost nearing its completion.</li> <li>4. There is a significant diffrence between the sales in December of this year and December of last year.</li> </ol> <p>Ask the group to spot the spelling error in each. Solicit reasons why these words are often misspelled.</p>
<p><b>Stories to Tell</b></p>	<p>The internet is filled with websites listing commonly misspelled words for ready reference.</p>
<p><b>Delivery Tips</b></p>	<p>Ask the group what impression they get of people who send business documents with spelling errors.</p> <p>Survey how many of the group recognizes that they have issues in spelling. Share that even professional writers have spelling problems; it's just a matter of training yourself to always look out for them.</p>

## Grammar



Grammar details rules of language syntax. Like spelling issues, grammar violations in a business document can reflect negatively on a professional or a company. Care should be given that all business documents are grammatically correct.

Here are two grammar issues most business writers have trouble with.

NOTE: All grammatical rules discussed here have exceptions and complex forms.

1. **Subject-verb agreement:** Singular subjects go with singular verbs, and plural subjects go with plural verbs. The singular form of most subjects contains the suffix *-s* or *-es*. The opposite is true for verbs; it's the singular verbs that end with *-s*.

Note though that some subjects have unusual plural forms (e.g. *medium- media, man-men, etc.*)

2. **Verb tenses:** Modern English has six tenses, each of which has a corresponding continuous tense. The first three: present, past and future are less problematic.

The other three tenses, **perfect**, **past perfect**, and **future perfect**, are formed with the helping verbs *have*, *has*, and *had*.

**Perfect tense is** used to express an event that happened in the past, but still has an effect on the present. Example: Mr. Michael Johnson *has managed* this company for the past 5 years.

**Past perfect** tense is used to express an event that took place before another action, also in the past. Example: *Mr. Myers had been sitting on a meeting when the client called.*

**Future perfect** tense is used to express an event that will have taken place at some time in the future. Example: I will *have finished* by 10pm.

In business writing, there are standard tenses used depending on the type of document you are writing. Business cases (to be discussed in a later module) may be written in past or future tense depending on whether the purpose is to discuss how a project was executed, or propose how it would be executed.

Verb tenses can also vary within the same business document. The Organization Overview section of a proposal may be written in perfect tense, while the Financial Projection Section written in present tense.

<b>Estimated Time</b>	15 minutes
<b>Topic Objective</b>	To share 2 grammar issues frequently found in business documents.
<b>Topic Summary</b>	Two grammar issues frequently found in business documents are:  1. Subject-verb agreement  2. Verb tenses
<b>Materials Required</b>	<ul style="list-style-type: none"><li>• Flip chart paper</li><li>• Markers</li></ul>
<b>Recommended Activity</b>	Survey the group for other grammar issues that they commonly observe in the business documents that they receive.
<b>Delivery Tips</b>	This section is just a review of basic grammar rules. The objective is to raise awareness of the three most common grammar issues, not to discuss each rule comprehensively. Keep the discussion practical and rooted on what they have the most problem with. Refer the class to more extensive references for additional information.

## Creating a Cheat Sheet



The number of spelling and grammar rules can feel daunting, but you don't have to memorize everything. What you can do is create a cheat sheet.

A cheat sheet is a ready reference of rules you need to remember, written in a brief, simple and easy to understand fashion. Tables and bullet points can make a cheat sheet more effective. Some cheat sheets are poems, alliterations, and songs.

For best results, make your cheat sheets personalized, targeted to spelling and grammar issues that you often have problems with.

The following is a sample template for a cheat sheet:

Issue	Rule	Example

Here is a sample accomplished cheat sheet:

Issue	Rule	Example
Its vs. It's	'Its' is the possessive, third person, singular adjective, typically referring to something other than a person.  'It's', short for 'It is', refers to something that 'it' possesses.	The machine spread its claws.  It's the fastest engine for this job.

<b>Estimated Time</b>	<b>10 minutes</b>
<b>Topic Objective</b>	To illustrate how a spelling and grammar cheat sheet can help in business writing.
<b>Topic Summary</b>	You can create a record of basic spelling and grammar rules for ready reference.
<b>Materials Required</b>	<ul style="list-style-type: none"> <li>• Flip chart paper</li> <li>• Markers</li> </ul>

	<ul style="list-style-type: none"> <li>• Sample Cheat Sheets</li> </ul>
<b>Planning Checklist</b>	Source out grammar and spelling cheat sheets. Print out copies for each participant.
<b>Recommended Activity</b>	<p>Present sample spelling and grammar cheat sheets to the group. You can use this poem by William Safire:</p> <p>Do not put statements in the negative form.  And don't start sentences with a conjunction.  If you reread your work, you will find on rereading and editing that a great deal of repetition can be avoided by rereading and editing.  Never use a long word when a diminutive one will do.  Unqualified superlatives are the worst of all.  De-accession euphemisms.  If any word is improper at the end of a sentence, a linking verb is.  Avoid trendy locutions that sound flaky.  Last, but not least, avoid clichés like the plague.  ~William Safire, "Great Rules of Writing"</p> <p>Ask the group if they feel the cheat sheet is something that can help them.</p>
<b>Discussion Tips</b>	Solicit other ideas for making cheat sheets.

## Practical Illustration

Jacob was preparing to write an important paper for one of his partners. He worked hard on it, and after he was done, he asked his colleague to review the text after he had run spell check. Upon close inspection, the colleague found some errors and discussed them with Jacob. One was spelling. Although spell check caught most of the errors, it missed many that had to do with context, such as “its” and “it's”. Some of his sentences had verb tense errors and such that were not picked up by spell check. After he had checked the document over well, the colleague made some cheat sheets for Jacob to help him remember the rules he neglected to address. Jacob was able to improve after that.

## Module Two: Review Questions

- 1) Which of the following statements is true?
  - a) Using the spelling resources takes too much time
  - b) Every word in English can be spelled only one way
  - c) There are acceptable spelling variations in different kinds of English
  - d) It is not important if you make a mistake with a commonly misused word
  
- 2) Which of the following IS NOT a good advice for improving your spelling?
  - a) Using the spell-check function in your software
  - b) Taking note of words often mistaken for each other
  - c) Noting friendly rules in spelling
  - d) Learning harder words by heart
  
- 3) Which of the following is one of the two grammar issues most business writers have trouble with?
  - a) Verb tenses
  - b) Articles
  - c) Conditionals
  - d) Direct and indirect speech
  
- 4) Which of the following is an example of past perfect?
  - a) Mr. Myers was sitting on a meeting when the client called.
  - b) Mr. Myers sat on a meeting when the client called.
  - c) Mr. Myers had been sitting on a meeting when the client called.
  - d) Mr. Myers has sat on a meeting when the client called.
  
- 5) Which of the following is not a common part of the cheat sheet?
  - a) Example
  - b) Issue
  - c) Rule
  - d) Hints
  
- 6) Which of the following statements IS NOT true?
  - a) Cheat sheet is used for easier learning by heart
  - b) Cheat sheet is written simple
  - c) Bullet points can make a cheat sheet more effective
  - d) Some cheat sheets are poems, alliterations, and songs

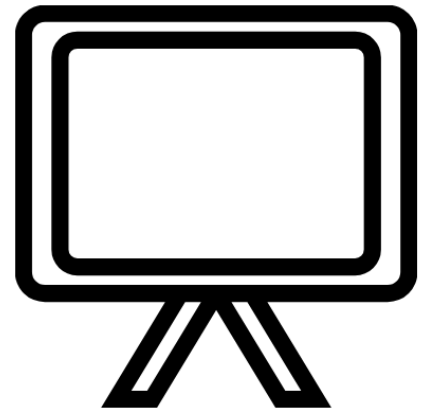


# PowerPoint Slides



Below you will find the PowerPoint sample. The slides are based on and created from the Instructor Guide.

PowerPoint slides are a great tool to use during the facilitation of the material; they help to focus on the important points of information presented during the training.





“

*When all other means of communication fail, try words.*

*Anonymous*

## MODULE TWO

# Working With Words

The building blocks of any writing, whether for business or social purposes, are words. Failure to use words properly can affect the over-all impact of your prose.



## Spelling

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A misspelled word can reflect negatively on your image. It may also result in confusion in meaning.

## Grammar

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Grammar violations in a business document can reflect negatively on a professional or a company.





## Creating a Cheat Sheet

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The number of spelling and grammar rules can feel daunting, but you don't have to memorize everything.

### Practical Illustration



- Spelling
- Grammar
- Creating a Cheat Sheet

## Module Two: Review Questions

1. Which of the following statements is true?

A. Using the spelling resources takes too much time

B. Every word in English can be spelled only one way

C. There are acceptable spelling variations in different kinds of English

D. It is not important if you make a mistake with a commonly misused word

# Quick Reference Sheets



Below is an example of our Quick Reference Sheets. They are used to provide the participants with a quick way to reference the material after the course has been completed. They can be customized by the trainer to provide the material deemed the most important. They are a way the participants can look back and reference the material at a later date. They are also very useful as a take-away from the workshop when branded. When a participant leaves with a Quick Reference Sheet it provides a great way to promote future business.



# Business Writing

## Quick Reference Sheet



### Types of Sentences

#### Four Kinds of Sentences:

1. **Declarative** - The most commonly used sentence type in business writing, these are sentences that make a statement.

*Example: We are writing to inform you that your account will be expiring in ten days.*

2. **Interrogative** - These are sentences that ask a question.

*Example: Would you be format renewing your account this year?*

3. **Imperative** - These are sentences that give a command or make a request.

*Example: Please inform Joseph that we will be expecting his payment on Monday.*

4. **Exclamatory** - These are sentences that express strong feeling.

*Example: Congratulations on being promoted to Vice-President!*

### The Basic Parts

#### The 3 Basic Parts of a Paragraph:

##### 1. Topic Sentence

The topic sentence is the first sentence in a paragraph. It introduces the main idea of the entire paragraph. It is also called the 'controlling sentence' because it gives the writer direction on where the discussion within that paragraph should go.

##### 2. Supporting Sentence

Supporting sentence(s) expand your topic sentence. They comprise the main body of your paragraph. There can be more than one supporting sentence in a paragraph, and they should be arranged in the best logical order.

##### 3. Closing Sentence

The closing sentence is the last sentence in a paragraph. It reminds the reader what the paragraph is all about, often by restating the main idea behind the entire discussion or offering a conclusion. The closing sentence is like a 'clincher' statement.

### Grammar and Acronyms

1. Always follow the rules of good grammar. You may refer to English writing style guides for these rules.
2. Always use full sentences and words with proper sentence structure. Don't use text-speak.
3. Proper capitalization and punctuation are a must! In email, all caps give the impression that you're shouting, and small caps are hard to read.
4. In business emails, avoid text-speak abbreviations such as 'BTW', 'IMHO' and 'LOL'.

## The Basic Structure

A formal letter usually contains the following sections:

- Sender's full name and address
- Addressee's full name and address
- Date the letter is sent (or assumed to fall into the hands of the receiver)
- Formal Salutation e.g. "Dear + Formal Address"
- A Subject Heading e.g. "Re: Job Opening for Quality Control Officer"
- Letter Body
- Formal Closing e.g. "Respectfully yours,  
Sincerely yours,"

Name and Signature of the Sender

Each illustration should convey one major point.

## Writing the Letter

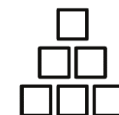
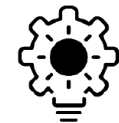
Tips on how to write a business letter:

1. Keep your purpose in mind when writing a business letter. There are many types of business letters and each type has suggested content and formats.
2. Write with a positive tone. Even if the subject of your letter is unpleasant, it is important to remain courteous and tactful. Building and sustaining goodwill is imperative in all business.
3. Follow standard spelling and grammar rules, even if your letter is informal. At the end of the day, you're still writing for business and you should never leave your professional personal behind.
4. Personalize your business letter.

## Writing the Proposal

Make sure your business proposal is:

1. **Targeted.** On target means that you have carefully studied what the other party's need is, and you can show that you are their best option in addressing that concern.
2. **Well-substantiated.** Substantiated means filled with evidence to back your claims. Decide which facts or statistics best support the project. Substantiation may also come in the form of a carefully thought-out project plan.
3. **Persuasive.** Always keep your prime selling point in mind and make sure your writing emphasizes it. Keep your tone proactive and optimistic.
4. **Organized.** A winning proposal is easy to evaluate. Picture the evaluator with a checklist in hand going through your proposal - check, check, check.



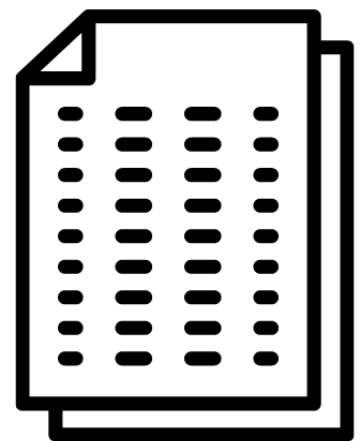


# Handouts



Each course is provided with a wide range of worksheets.

Worksheets help check your participants' understanding. If a lesson calls for a worksheet, it will be listed in the Lesson Plan box under Materials Required. All worksheets are customizable and can be found in the Appendix of the Instructor Guide and the Training Manual.



As a trainer, icebreakers give your participants the opportunity to get to know each other better or simply begin the training session on a positive note. Icebreakers promote collaboration, increase engagement, and make your training more light-hearted and fun. Below is an example from the Icebreakers folder.

## Icebreaker: Related Topic

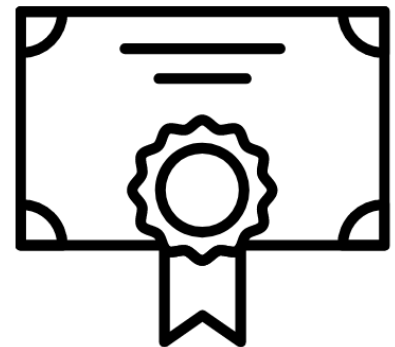
Include a short activity here that is related to the topic of the workshop. You can use the one below if you like.

1. Have the participants at each table answer the following questions:
  - a. Why are they here?
  - b. What is their level of experience with managing and archiving records?
  - c. What they hope to get from this class?
  - d. What was their most memorable vacation or trip?
2. Have someone be designated a scribe and have them jot down the answers to question C above.
3. On a separate piece of paper, have the scribe write down the most interesting or exotic vacation or trip from only one table member.
4. Have the scribe hand the note with the answers to question C to you.
5. Have the scribe stand and introduce the table to the class.
6. Then have the scribe share the most interesting vacation or trip from their group.
7. Have the class guess the person that had the most interesting or exotic trip or vacation.
8. Go around to each table until all have given you their answers to question C and shared their most interesting trip or vacation.
9. Debrief by sharing all the answers to question C with the class.
10. Thank participants for sharing.

# Certificate of Completion



Every course comes with a Certificate of Completion where the participants can be recognized for completing the course. It provides a record of their attendance and to be recognized for their participation in the workshop.



CERTIFICATE OF COMPLETION

**[Name]**

*Has mastered the course  
Business Writing*

Awarded this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_

Presenter Name and Title

\_\_\_\_\_