

Professional Writing- Design Document

Subject-	Topics to Include
<i>Business Purpose</i>	<ul style="list-style-type: none">• Train staff members protocol for common professional writing expectations.
<i>Target Audience</i>	<ul style="list-style-type: none">• Staff members with no to low experience writing business professional items.
<i>Training Time</i>	30 minutes
<i>Training Recommendation</i>	<ul style="list-style-type: none">• 1 e-learning course with interactive examples and common business scenarios requiring professional writing.• Course covers three of the most common types of professional communication-email, agendas, and memos.• After a brief description of each, learners will engage in a quiz.• Content modules for each type of professional writing highlighted containing interactive lessons.• Course concludes with learners directing an avatar through decision making regarding the proper format to use in a simulation.
<i>Deliverables</i>	<ul style="list-style-type: none">• 1 e-Learning course• Developed in Articulate Rise• Includes modules on email, meeting agendas, and memos.• Includes scenario with human avatar as final evaluation.

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<i>Learning Objectives</i>	<p>At the end of the training, learners will know</p> <ul style="list-style-type: none">• How to differentiate between an email, meeting agenda, and memo.• Define and use the parts of an email, meeting agenda, and memo.• Identify when to use each type of communication.
<i>Training Outline</i>	<ul style="list-style-type: none">• Introduction• Definition and purpose tabs for email, meeting agenda, memo.• Self correcting quiz <p>Email</p> <ul style="list-style-type: none">• Blank email pane with definition, description of purpose• Recipient- includes information on "To", "CC", and "BCC" fields.• Subject- includes information on determining appropriate subject line, "FWD" and "RE" meanings• Sorting activity for effective/ineffective subject lines.• Salutations- includes information on professionalism in addressing recipient.• Body- includes information on clarity and proofreading• Closing and signature- includes information on appropriate closings and generally accepted policies regarding signature lines. <p>Meeting Agendas</p> <ul style="list-style-type: none">• Purpose and timing- includes information on how agendas are helpful before, during, and after a meeting• Drop down boxes for parts of an agenda including; header, objective, work plan, call to action. <p>Memos</p> <ul style="list-style-type: none">• Purpose of a memo and when to produce one.

	<ul style="list-style-type: none">• Interactive memo template with key parts identified. <p>The Intern</p> <ul style="list-style-type: none">• Interactive scenario quiz with human avatar.• Real life scenario- a graphic design team has just landed a contract.• Self correcting questions to guide the avatar through decision making regarding emails, memos and meeting agendas.
<p><i>Evaluation Plan</i></p>	<ul style="list-style-type: none">• Quick check of definition or purpose of types of communication. Users must correctly answer 2 of 3 to move on.• Sorting activity for efficient/ inefficient email subjects.• Self correcting, multiple choice scenario.