

FALL 2022 COMMUNICATION WORKSHOPS

UNDERSTANDING THE FOUNDATIONS OF BUSINESS STYLE AND TONE

Learn the foundational principles of business style and tone and explore how business communication differs from academic writing. Style and tone create the foundation of effective business messages.

PERSUADING AN AUDIENCE TO ACHIEVE YOUR GOALS

Explore strategic methods of persuasion and how to best utilize them in your future communications. We'll also discuss why most business messages have an element of persuasion to them.

PREPPING PRESENTATIONS AND PUBLIC TALKS

Learn key strategies to mitigate the intimidation that comes with presenting to an audience. We will also discuss the similarities and differences between in-person and virtual presentations.

TAILORING EMAILS TO DIFFERENT BUSINESS AUDIENCES

Learn how to ensure your emails are always read and taken seriously. We will discuss how to write and tailor professional emails for an array of business audiences, including managers, colleagues, and even professors.

CRAFTING STRONG COVER LETTERS

Learn some key strategies to create a strong cover letter that complements your resume and sets you apart from the competition. We'll cover topics like formatting, types of experiences to write about, and creating a confident tone.

PRACTICING HOW TO ANALYZE AUDIENCES

While the most important aspect of business communication is knowing your audience, this can be easier said than done. We'll discuss why our audience is so important and complete some activities to practice knowing an audience.

REVISING FOR CONCISENESS

Have you ever struggled with run-on sentences? Have you received wordiness comments on writing assignments? We will explore ways to revise our work for conciseness without sacrificing the meaning or intent.

C.R.A.P.-Y DESIGN, BEAUTIFUL DOCUMENT

Whether you're designing a report or your resume, it's important to know how to utilize basic design principles. We will cover the main document design principles (contrast, repetition, alignment, proximity) and ways to utilize them in your communications.

USING COMMUNICATION TO CREATE AN ENVIRONMENT OF BELONGING

As our understanding of other people's lived experiences grow, so do our communication strategies. We will explore how to communicate in a manner that builds an environment of belonging and why it's so important that we do this.

WRITING THANK YOU MESSAGES

Thank you messages play an important role in day-to-day business relationships, including those we develop while on the job market. We will cover some key strategies to consider when writing thank you messages, including: length, tone, and subject lines.

Workshops are held on-demand, in a one-on-one setting, and can be either in-person or virtual.

To schedule a workshop, visit ttu.mywconline.net or scan the QR code.



Each workshop will take 40-50 minutes to complete and will give students the opportunity to discuss, learn, and practice an array of business communication strategies and concepts.

If you have any questions, feel free to call the CBC at 806-742-1944 or email at Rawls_SnyderCBC@ttu.edu.