

## **Level Up Your Writing Certificate Program**

*This blended learning program was developed by the NYS & CSEA Partnership for Education and Training for CSEA-represented New York State employees. It was designed to develop the practical skills necessary to improve the business writing abilities of employees in any setting. Participants will be required to successfully complete the following courses and achieve a passing grade of 70% or higher in each online course. In addition to these courses, regular writing practice activities are required.*

### ***The Foundations of Good Writing*** (1 Hour)

Do you struggle with writer's block? Are you unsure how to start writing? This webinar discusses the foundational skills for good writing: knowing your audience, your purpose, and organizing your thoughts clearly. Whether you write emails, reports, or anything in between, this webinar is for you.

### ***Audience and Purpose in Business Writing*** (.5 Hours)

To write effective and appropriate business messages, you need to know your audience and your purpose. In this course, you'll discover how to identify your readers and create messages that convey the appropriate tone for different reader roles. You'll also explore how to write effectively for the three most common purposes: to inform, respond, or persuade.

### ***Crafting Powerful Writing: Precision and Clarity*** (1 Hour)

Do you want to make sure people read what you write? Learn to write clearly and concisely to make your emails and reports more powerful. In this webinar, we'll focus on rephrasing sentences, choosing simple but precise words, and tips for proofreading to improve your writing

### ***Clarity and Conciseness in Business Writing*** (.5 Hours)

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 clearer. 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.

### ***Avoiding Common Punctuation and Grammar Mistakes*** (1 Hour)

Do you feel worried about making grammar mistakes when you write? When used correctly, grammar and punctuation make your writing easier to understand and can help improve your professional image. This course will pinpoint some of the most common errors that people make in business writing and demonstrate how to correct them.

### ***Editing and Proofreading Documents*** (.5 Hours)

Have you ever distributed a document or message only to find later that you forgot to include a key point or correct an embarrassing spelling error? Taking the time to edit and proofread your writing will help you produce more focused, polished, and effective business documents. This course describes how to edit and proofread effectively, covering key areas, such as tone, structure, clarity, and accuracy, as well as common grammar, punctuation, and spelling mistakes to watch out for.

***Creating Well-Constructed Sentences (.6 Hours)***

To create clear, well-structured sentences, you need a strong understanding of syntax, the building blocks of language. In this course, you'll learn about sentence parts, such as subjects and predicates and phrases and clauses. You'll find out about agreements between subjects and verbs, as well as between pronouns and antecedents. You'll also learn how to avoid common writing errors, such as sentence fragments, comma splices, and run-on sentences.

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**Foundational Competencies**

Workplace development competencies are job-based skills employees need in order to succeed across a wide variety of occupations. Having completed this certificate, you have enhanced your skills in one or more competency areas. You can learn more about these competencies by visiting the [Workforce Development Competencies](#) page. This certificate assisted you in developing the following competencies:



Verbal and Written Communication