Using Critical Thinking in Business Writing

Description: Although writing at work can be relatively easy when using templates for standard reporting, many situations call for a more complex, argumentative approach. Once you move away from a business-as-usual approach, you will want to ensure that you collect data efficiently, assess it objectively, organize ideas to focus readers on your message, argue persuasively yet honestly, and avoid flawed thinking that can demolish your argument.

Objectives of the Presentation:

- Assess data to determine reliable and trustworthy conclusions
- Apply time-tested approaches to heighten message integrity
- Determine strengths and weaknesses of arguments
- Develop skills to avoid misleading or inaccurate wording

Why Should you Attend:

Using Critical Thinking in Business Writing provides you with an essential toolbox for evaluating and reporting on issues to cultivate your business, and for challenging false assumptions and hidden biases that threaten it. You will learn the key errors that even excellent writers make to guard against them in your own writing, and you will discover the timeless qualities that make critical thinking a vital writing tool. This dynamic webinar references the fields of philosophy, logic, rhetoric, and law to empower you with diverse but dependable methods that will improve the depth and quality of your work-related writing.

Contents: This webinar includes the following learning points:

- Test data for validity and reliability
- Create a position around a standard argumentative technique
- Use a standard legal argument to advance or counter an opinion
- Identify logical fallacies that compromise an otherwise strong argument

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