

# Features of the Business-Writing PowerPoint Presentation

The *Business-Writing PowerPoint Presentation* contains slides for each important feature of the *Business-Writing Manual*, making it easy for you to present right from the page.

## Types of Slides

The *Business-Writing PowerPoint Presentation* includes slides for the following:

- Introductions
- Explanations
- Examples
- Graphics

For samples of each type of slide, see the following pages and compare them to the material on page 16 of the *Business-Writing Manual*.

The table of contents links to all parts of the presentation.

This button takes you back to the previous slide.

**Business-Writing Course**  
**Table of Contents**

Click on any item below to go to the slide. To return to the table of contents, click the small blue TOC button in the lower left corner of any slide.

**PART I**

**TRAIT**

**STRATEGY**

**1 Ideas**

**2 Organization**

**3 Voice**

**4 Words**

**5 Sentences**

**6 Correctness**

**7 Design**

**1 Four P2 Steps**

**2 Analyze the Situation**

**3 Strong Claims**

**4 Support Claims**

**5 Deductive or Inductive Logic**

**6 Three-Part Structure**

**7 Direct or Indirect**

**8 Lists**

**9 Use Appropriate Formality**

**10 Positive Voice**

**11 "You Attitude"**

**12 Fresh, Precise Words**

**13 Wordiness**

**14 Fair, Respectful Language**

**15 Choppy Sentences**

**16 Energetic Sentences**

**17 Tight, Balanced Sentences**

**18 Wordiness and Sentences**

**19 Common Errors**

**20 Page Design**

**21 Typographical Choices**

**22 Graphics**

**PART II**

**SESSION**

**A Correspondence**

[How can I reflect on the writing situation?](#)

[What type of correspondence should I create?](#)

[How should I organize good-news messages?](#)

[How should I organize bad-news messages?](#)

[How should I organize persuasive messages?](#)

**B Reports**

[How can I develop an effective report?](#)

[How should I organize my report?](#)


**C Proposals**

[How can I develop an effective proposal?](#)

[How should I organize my proposal?](#)

**D Instructions**

[How can I develop helpful instructions?](#)



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Business Writing, 1

The lower left corner of all other slides has a TOC button that you can click on to return to the table of contents.

**TRAIT****1**

# Developing Strong IDEAS



## What are deduction and induction?

**Deduction and induction are opposite ways to analyze information:**

- **Deduction** moves from **general** to **specific**.
- **Induction** moves from **specific** to **general**.

## Strategy 5:

# What are deduction and induction?

## Deduction vs. Induction

