



# Small Business University 2024

## Course 103:

## Business Writing and Effective Communication



Thursday, May 16, 2024  
4:00 pm - 6:00 pm  
Virtual via ZOOM

**REGISTER NOW**



<https://tinyurl.com/SBU103>

### Course Description

Unlock the power of clear and impactful communication with our interactive course led by Dr. Daniel Creed from Palm Beach State College. In this course, you will delve into the fundamentals of interpersonal communication and business writing, including tools such as the rhetorical triangle, and an exploration of the 7 Cs of effective communication.

Moreover, Claudja Henry, owner of Integrity Consult Solutions, will provide practical insights into crafting compelling public and private contract proposals. With her expertise, you'll learn essential techniques for showcasing your business's strengths and securing lucrative projects.

### Meet the Instructors



**Dr. Daniel Creed**  
Palm Beach State College



**Claudja Henry**  
Integrity Consult Solutions

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