

Effective Writing Workshop

Are your written documents getting the response you intended?

Are you confident in their persuasiveness and professionalism?

Are you sending a clear, concise message the first time without time-consuming re-writes?

If you answered *sometimes*, *not often enough*, or *no* to any of these questions, consider attending the one-day "Effective Writing Workshop." Emails, reports, and memos are often the cornerstone for others to take action. Therefore, the need to "write it right" plays a major part in your effectiveness and efficiency on the job. Through a variety of writing exercises, you will learn how to write concise, direct, natural-sounding documents that create a receptive attitude and a response on the part of the reader.

TOPICS

- ❖ Create direct, customer-friendly documents
- ❖ **BLAT!** Put the bottom line at the top!
 - In messages that request/recommend/propose action
 - In messages that send information
- ❖ Write it right the first time
- ❖ Sound appropriately reader-friendly from the beginning
- ❖ Make it easy to read quickly
- ❖ Avoid communication blunders when writing internationally
- ❖ Follow standard guidelines for writing effective email

RESULTS

Participants will be able to:

- ❖ Increase writing speed by writing it right the first time
- ❖ Explain the message clearly and concisely without sacrificing detail
- ❖ Get to the point and sound nice about it
- ❖ Have readers differentiate between requesting action and presenting information
- ❖ Create easy to read and memorable documents, at 6th to 10th grade readability level
- ❖ Master and measure passive voice
- ❖ Improve basic writing skills of grammar and punctuation
- ❖ Choose the best words for the message
- ❖ Write productively about negative topics
- ❖ Use an on-the-spot, 60-second editing technique

All courses can be customized for each group's specific needs.