

Strategic Writing™

*In-House
Workshops*

*Licensing
Programs*

*Public
Workshops*

*Personal
Coaching*

*Written
Communication*

*Oral
Presentations*

*Interpersonal
Skills*

*Personal
Productivity*

*Course
Development*

Books

Audios

Videos

Multimedia

Software

This 16-hour workshop leads participants through the thinking process behind messages they communicate in writing. With this process and proprietary document models, writers will improve their personal and corporate productivity, achieve intended results, improve clarity, and present the appropriate image to clients, colleagues, and the public. Participants bring their own on-the-job writing samples to class for immediate application of the principles learned.

Key Objectives

- **Reduce writing time**
- **Condense document length to save reader time**
- **Use strategic organizational formats that achieve results**
- **Improve clarity to prevent rework and mistakes**
- **Organize details and data based on situation/audience analysis**
- **Write authoritatively and persuasively to get action**
- **Eliminate grammatical errors that mar image, create confusion, and often lead to litigation**
- **Select an appropriate style to present a professional image**

Who Should Attend

Anyone who writes to deliver results—correspondence, reports, proposals, procedures

Materials/Texts

Participants will receive the text *E-Writing: 21st-Century Tools for Effective Communication* (written by Dianna Booher and published by Simon & Schuster/Pocket Books). Consultant-provided handouts and the participants' own writing samples will serve as class exercises.

Class Size

15-20 participants