

## Writing Persuasively: Getting Your Ideas Across in Business

### Program Overview

With the explosion of communication by email, you are communicating using writing skills more than ever. Additionally, you are still required to provide written reports and letters to colleagues, superiors and customers. This program will give you an overview of modern business writing techniques and provide you with the opportunity to practice those newly acquired skills.

We are experts in how adults learn. In addition to traditional classroom teaching methods, our program is highly interactive. It includes videos to reinforce the classroom materials plus experiential learning exercises and discussions.

### Program Length

Full or half day programs are available.

### Program Objectives

This program will teach you how to write in today's fast paced business environment. You will learn to eliminate confusing words, sentences and paragraphs and write conversationally to speed up comprehension for today's busy reader. You will be shown how to use strong, positive expressions in e-mails, letters, memos, reports and proposals and will develop an action plan to use these skills in your day-to-day written communications.

### Program Content

1. Learn the reasons for writing changes.
2. Master the essentials of grammar.
3. Keep It Short.
4. Make It Simple Please.
5. Write Conversationally.
6. Understand Your Reader.
7. Activate your writing with power verbs.
8. Stop planting negative seeds.
9. Loosen up rules counter to reader comprehension.
10. Improve your writing on a one-a-day plan.