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"Charting the Course ...

... to Your Success!"

Strategic Writing for Impact & Influence

Course Summary

Description

Today's business environment relies heavily on the ability to write concise and effective emails and other business documents. Learn tips and techniques that will help you write more effectively, and maximize the time you spend writing to achieve results. This course includes a writing exercise where participants will have the opportunity to get constructive feedback from the instructor.

Objectives

After taking this course, students will be able to:

- Communicate in a clear and concise fashion using the golden rules of effective communication
- Maximize time spent writing to achieve results
- Use proven techniques to structure and organize their writing
- Deal more effectively with, and respond more effectively to, email messages
- Demonstrate confidence in their writing style

Topics

- Getting Started
- Structuring and Organizing Your Writing
- Rounding it Out

Audience

This course is designed for anyone who is required to present ideas in writing.

Prerequisites

There are no prerequisites required for this course.

Duration

One day



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Course Outline

I. Getting Started

- A. Rule #1: Know your audience
- B. Rule #2: Defining what you want to accomplish
- C. Rule #3: Identifying what your audience needs to accomplish
- D. Rule #4: Identifying “need to know” versus “nice to know” information
- E. Choosing the right tone for your writing e.g. formal, informal,

II. Structuring and Organizing Your Writing

- A. Using an outline to write more effectively
- B. Using the “top down” paragraph structure
- C. Writing good news messages
- D. Writing bad news messages
- E. Writing persuasive messages (Includes a writing exercise: e.g. Compare two options and make a recommendation.)

III. Rounding it Out

- A. Giving your writing “impact”
- B. Editing your writing
- C. Writing email to get results
- D. Checklist of misused words and phrases
- E. Importance of proper grammar
- F. The importance of using the active voice over passive voice