



Writing for Results *For Business Professionals*

This core course may be customized for the unique writing and communication needs of your organization or combined with individual coaching, which provides the ultimate in customized training at The Nyman Training Center. The exercises and applications will be unique to the individual's needs. Coaching is usually done in 4 two-hour or in 2 four-hour sessions. Follow-up coaching for specific writing projects is also available on an hourly basis.

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Program Description

Sharpen your writing skills for positive, professional impact and results... especially in this age of information overload. Poor writing not only affects your credibility, it also affects the organization's effectiveness and financial opportunities. Mistakes, miscommunication, and lost opportunities can cost organizations millions of dollars a year.

Regardless of the writing medium (email, memo, report, letter, etc.), the bottom line for writers is to get the results they want from their readers. Writing for Results is a highly interactive 1-day workshop that will provide you or your employees with practical tips and techniques for results-oriented writing. Particular emphasis will be placed on:

- Getting Started
- Organizing
- Writing
- Editing & Proofing

You'll benefit by learning to:

- Get your points across clearly, concisely, and succinctly
- Overcome writer's block and cut writing time in half
- Organize facts and ideas logically and persuasively
- Establish the proper tone
- Write for a diverse audience
- Structure effective memos, reports, letters, e-mail, performance reviews and executive summaries
- Deliver unpleasant news in a balanced way
- Eliminate jargon and buzzwords
- Edit and proof manuscripts.
- Use Power Talk –Positive Language
- Determine how & when to effectively use various media

Maximum participants: 15

Program length: 1 day