



Writing for Results

For Technical 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

Improve your writing to deliver your points without compromising your technical message.

Technical information can be challenging to convey clearly and succinctly, especially to non-technical audiences. In this age of information overload, mistakes, technical miscommunication, and lost opportunities can cost organizations millions of dollars a year.

This program is ideal for business professionals or for those in technical fields, IT, engineering, or science.

This highly interactive 1-day workshop will provide you with practical tips and techniques for results-oriented technical and non-technical 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 data, 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