

OBJECTIVE

Help participants write meaningful, professional correspondence.

STRATEGY

Allow participants to accurately assess their current strengths and areas for improvement. Then allow time for lecture, group participation, skill practice, and coaching to improve skill levels and ensure adult learning takes place.

PARTICIPANTS WILL:

- Assess their skill level
- Improve their written image
- Eliminate wordiness
- Learn to avoid common grammatical errors
- Develop skills to deliver a message in a concise yet professional manner
- Understand how and why messages might be misinterpreted
- Recognize when emails are appropriate and when they are not
- Comprehend how to set an appropriate “tone” for the message
- Learn to assess and adapt to the audience
- Develop techniques for writing in “bullets”
- Understand the importance of proper word choice
- Bring and evaluate email messages they have sent in the past
- Compose an outgoing email message and be given feedback on areas for improvement
- Create action plans and apply the training to life

Each participant will have hands-on opportunities to practice all skills and techniques.

PARTICIPANTS RECEIVE:

- Coaching throughout the session
- Written and verbal evaluation of strengths/areas for improvement
- A workbook/reference manual

LENGTH

Half-day workshop.



EFFECTIVE BUSINESS WRITING

CLASS SIZE

Maximum class size is 16 participants.

EXPENSES

The Training Edge, LLC will be reimbursed for all reasonable travel expenses for airline and ground transportation, hotel accommodations, meals, parking, tips and shipping of materials.