

# Technical Communication

## Speak in Your Reader's Language With Extreme Clarity



Time is money! Cut through the clutter . . .  
make decisions faster . . . with clear writing

### Simplify your writing

Strategic plans, technical reports, proposals, procedures . . . Too many reports fail to provide a clear and logical message that enables readers to make decisions or solve a problem. Much of today's business writing is too formal and complicated. Writers want a faster process. Readers want information presented in a language they can understand. Clear writing will enhance the quality, speed, and effectiveness of your everyday communication.

### Who should attend

This program is designed to help writers communicate complex or detailed data to technical or nontechnical audiences. It is especially helpful for professionals who want to use a reader-centered approach for better results.

### What you will learn

Busy professionals who write technical documents need new communication tools to convey complex information to their teams, colleagues, and clients. They want to write concisely, choose the best words, structure their content logically—in short, help their readers to understand and respond. In this hands-on program, you will learn how to:

- ◆ focus on your reader's needs rather than solely on the topic
- ◆ write shorter sentences using the active voice
- ◆ avoid excessive jargon and acronyms
- ◆ develop main points through focused paragraphs
- ◆ use transitions and descriptive headings to guide the reader

### Program format

**Technical Communication: Speak in Your Reader's Language With Extreme Clarity** is a two-hour program where participants learn practical tools during lunch. Participants are encouraged to bring in and assess their job-related writing samples. In addition, this workshop can be tailored to meet a group's specific writing projects and challenges. The program concludes with an action plan for writing with extreme clarity.

One-on-one writing coaching is also available.

### To register, contact:

Name  
Title  
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