

Writing on the Fast-Track

How to Inform, Influence, and Mobilize Others



Save time and communicate your ideas clearly and directly for results

Clarity means results

Miscommunication costs companies money. Today—with e-mail the dominant form of communication—conveying information clearly and positively is a challenge. In fact, how quickly you present your ideas in writing can make the difference between whether or not anyone really responds to you. Writing that is clear and reader-focused gets results.

Who should attend

This program is tailored for managers and executives. **Writing on the Fast-Track** is especially helpful for leaders who want to reduce time spent on writing, gain confidence, and bring their writing skills to best practices levels for better results.

What you will learn

No clear purpose . . . complicated writing style . . . lack of tone . . . These are just some of the barriers to communicating for results. How do you inform, influence, and mobilize others through your writing? How can you position yourself as a credible and decisive communicator? In this dynamic program, you will focus on e-mail messages, letters, memos, and short reports. You will learn how to:

- ◆ convey your clear-cut purpose for writing
- ◆ develop supporting points that clarify your purpose
- ◆ create an action step
- ◆ manage your words, style, and tone for positive results

Program format

Writing on the Fast-Track is a two-hour program where participants learn valuable skills and tools during lunch. Managers are encouraged to bring in specific on-the-job writing challenges. In addition, this workshop can be tailored to meet specific writing needs. The program concludes with an action plan for using the new tools to inform, influence, and mobilize readers.

One-on-one writing coaching is also available.

To register, contact:

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