

Advancing Staff Development



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Investing in the Future

Effective Written Communication

Many people spend up to three hours of a workday attempting to express themselves in writing. Unfortunately, this time is wasted when their messages are misinterpreted or even ignored. Poorly crafted emails or other documents can cause misunderstanding, hamper collaboration, create errors, and threaten your professional credibility. Improving the power of your written communication will increase productivity, resolve issues, reduce errors, and establish credibility. Total time commitment: up to 2.5 hours.

Course Fee: \$145 member/\$245 non-member

- Define the purpose of your written communication.
- Identify what you want the reader to know, do, and feel with the information you write.
- Format your message to be clear, concise, and error-free to help your reader understand it easily.
- Be aware of what you are sending out and how you are presenting yourself.

Agenda:

- Writing for Results
 - Writing is a vital skill for leaders and individual contributors alike, but its impact is sometimes overlooked. This course discusses how writing impacts your personal credibility and your ability to get things done.
 - 30 minutes
- Improve Your Written Communication at Work
 - Business Writing Basics
 - Improve your Email Communication
 - Overcoming Obstacles in Business Writing
 - 90 minutes
- Take Your Learning Further
 - Writing emails: Targeting your audience
 - Writing reports
 - Writing proposals
 - 30 minutes