

High Impact Business Writing

About this Workshop

Writing to strengthen business relationships, connect with customers and persuade colleagues is a much needed skill for today's business professional. This workshop will help your employees take control of their writing. It will give them a framework for writing reader-focused letters, memos, short reports and e-mail messages that not only build business relationships, but also project a professional image of your organization.

Who Should Attend

This workshop is designed for people who need to write to customers, clients or other business partners. It is also ideal for those who have to write clearly and persuasively to colleagues in order to move projects forward.

We suggest a maximum of 15 participants for this workshop.

What Participants Will Learn

By attending this workshop, your employees will learn to:

- Assess their current writing skills and set goals for improvement
- Measure the clarity and impact of their writing
- Apply IWCC's 5Cs framework to quickly plan and consistently write effective business documents
- Determine the right content and level of detail to include
- Write documents that state a clear purpose and ask for specific action
- Use a constructive tone to build and maintain good relationships
- Write in a High Impact style that is clear, succinct and easy to understand
- Use writing strategies to influence or persuade
- Respond in writing to angry or difficult customers or to disgruntled colleagues
- Write, edit and proofread their documents quickly and effectively.