

Clear writing for a complex world™

Better
Communications

Complimentary Online Executive Overview: *Reader-Centered Business Writing*™

(one-hour session)

***Reader-Centered Business Writing*—graduating 7,000 people annually**

For competitiveness, sales, and collaboration writing is vital. Join our experts for a one-hour, comprehensive introduction to *Reader-Centered Business Writing*. You will learn how our proven process, The Six Steps to Reader-Centered Writing®, along with our hallmark coaching, creates communication breakthroughs and bottom-line results. Our full solutions are available live or on the virtual platform of your choice.

Can writing really be improved quickly and measurably?

Many business leaders have given up trying to solve the writing problem—they don't believe it's possible, especially across a global enterprise. But it **can** be fixed quickly, with a minimal investment! Join our experts to find out how.

Critical questions to ask yourself

- * Do you know which writing skills leverage your company's strategy and enhance your brand? Do you know if your team has them?
- * Is your company buried in confusing, time-wasting e-mail messages?
- * Does your team regularly produce written documents that get desired results?
- * Have you measured the bottom-line results of your writing training?

If you answer "no" to any of these questions, we can help you.

To register, contact Jessica Cannistraro, Client Operations Manager

Please send an e-mail to jcannistraro@bettercom.com.

*You will receive dial-in and WebEx log-in details before the workshop.

Presenter

Diane Bailey-Boulet, Vice President, Better Communications