

# Executive Overview

Building coaching skills through *Write to the Top*® workshops

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## What outcomes can you expect?

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This workshop teaches teams our Reader-Centered Writing process for editing critical documents—as a group or individually. In this team-building workshop, you will learn to

- use the *Focus Sheet*™ —a strategic tool for creating customer-focused documents
- generate ideas freely and productively—as a team or individually
- sequence content strategically and persuasively
- edit documents constructively
- delegate communication assignments to yield the outcomes you want
- use our team-building and planning tools to coach others to develop their skills.

## Develop and improve your coaching skills

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During the workshop, you will develop your coaching skills and learn to check the effectiveness of your team's documents. For example, you may want to review documents for two main items:

- Is the bottom line on top?
- Will the reader know what he or she has to do?

If the writers have not made these two items clear, you will be able to coach them using two of our key tools: the *Focus Sheet*™ and the “*Be Your Own Editor*” Checklist. To create powerful documents, these tools help determine

- if the purpose is stated correctly
- if the ideas flow logically.

## Which executives should attend?

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Any managers, supervisors, or team leaders from

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|-----------------------|-----------------------|----------------------|
| • sales and marketing | • customer service    | • engineering        |
| • operations          | • strategic planning  | • finance/accounting |
| • administration      | • information systems | • advertising        |
| • audit               | • human resources     | • quality            |

If you limit enrollment to any one group, learners will experience a workshop automatically tailored to their specific needs.

## What books and materials do you receive?

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1. *Write to the Top*®: *Writing for Corporate Success* (Random House) by Deborah Dumaine, founder of Better Communications®
2. The *Instant-Answer Guide to Business Writing* (iUniverse), also by Deborah Dumaine
3. Better Communications' workbook, with additional exercises tailored to your needs
4. Laminated tip card: The Six Steps to Reader-Centered Writing® and the *Focus Sheet*