

# Reader-Centered Business Writing™

Enhance the strategic thinking skills behind every aspect of daily business writing

*Virtual and in-person delivery available*

200 Fifth Avenue  
4th Floor  
Waltham, MA 02451  
tel. 781.895.9555  
fax. 781.899.8002  
info@bettercom.com  
www.bettercom.com

## Quality writing drives action and productivity

Reader-Centered Writing® helps set standards for top quality writing. This ensures clear, direct, and effective written communication. Learners will

- **increase quality:** our innovative assessment tools show that learners double the quality of their documents.
- **increase speed:** writers show a 30% to 50% gain in writing productivity—and readers estimate reading documents in half the time.

## Learning objectives focus on results

Learners use the Six Steps to plan, draft, and edit an on-the-job document. After the program, learners will be able to

- |   |  |
|---|--|
| <b>write for results</b>                | <ul style="list-style-type: none"> <li>● position conclusions and action steps strategically</li> <li>● build understanding and drive decisions</li> </ul> |
| <b>analyze their audiences</b>          | <ul style="list-style-type: none"> <li>● influence their readers</li> <li>● strengthen relationships</li> </ul>  |
| <b>design for visual impact</b>         | <ul style="list-style-type: none"> <li>● create documents their readers will read first</li> </ul>   |
| <b>edit accurately using checklists</b> | <ul style="list-style-type: none"> <li>● choose the right words and tone</li> <li>● build credibility and enhance professional image.</li> </ul>           |

## Audience: anyone who communicates in writing

We tailor the program to your learners’ specific writing needs, whether for e-mail messages or complex reports and proposals. This program is available as part of a graduated curriculum, a progressive series of workshops.

## Blended learning and tools support ongoing development

Our standard program includes

1. Individual coaching and Personal Learning Plan
2. The *Document Analysis and Rating Tool (DART)*™ to guide editing and measure quality
3. Better Communications® Workbook
4. Books: *Write to the Top®: Writing for Corporate Success* (Random House) and the *Instant-Answer Guide to Business Writing* (iUniverse), by Deborah Dumaine, founder of Better Communications
5. Job aids: The Six Steps to Reader-Centered Writing and the *Focus Sheet*™
6. *Reinforcement by E-mail*™ —24 content-rich messages reviewing key tools and concepts (optional)
7. *Document LifeLine*™ —just-in-time coaching by e-mail (optional).

### NASBA Accredited: Earn nine CPE credits for this course.

Better Communications is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be addressed to the National Registry of CPE Sponsors, 150 Fourth Avenue North, Nashville, TN, 37219-2417. Web site: www.nasba.org.

