

# Write Your Strategic Plan

an intensive application of the *Write to the Top*® process

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## What outcomes can you expect?

This accelerated workshop takes teams through our Reader-Centered Writing process as they plan and write a useable strategic plan that will serve as a framework for decisions, stimulate change, and help your organization stay focused on its goals. The process, also applicable to presentations and meetings, is the core of our *Write to the Top* training. You will learn how to

- use the *Focus Sheet*™ —a strategic tool for creating customer-focused communications
- generate ideas freely and productively—as a team or individually
- present content strategically and persuasively to motivate and achieve buy-in
- work effectively as a team on the plan—to yield the outcomes you want
- use our planning tools to coach others and to help develop their skills.

## The focus: creating a strategic plan that drives action

During the workshop, participants have used our Reader-Centered process to write these typical parts of an effective blueprint for the future:

1. organizational assessment
2. mission, vision, and value statements
3. strengths, weaknesses, opportunities, and threats (SWOT)
4. organizational goals and objectives
5. performance measures for plan implementation
6. workforce development programs—aligned with the overall plan.

We are happy to collaborate with your strategy consultants or internal team.

## Who should attend?

Teams should participate for maximum benefit. Typical graduates include

- strategic planning task forces—typically a cross-functional team
- executives who will lead the plan's implementation.
- sales, marketing, and service teams

To team leaders:

1. Your time and support are key to the success of this intensive workshop. The process of committing concepts to words may cause you to reassess previous assumptions and involve powerful, sometimes challenging, group work.
2. After the workshop, consider engaging us to finalize the document—delegate the actual writing.

## Blended Learning: books and online tools

1. *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®
2. Better Communications' workbook with additional exercises tailored to your needs
3. Laminated tip card: *The Six Steps to Reader-Centered Writing*® and the *Focus Sheet*
4. *Reinforcement by E-mail*®: 24 tips following your workshop delivered to your inbox