

Writing for Leaders™

Virtual and in-person delivery available

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What outcomes can you expect?

Starting with a review of your organization’s leadership competencies, you will determine how effectively you are leading on paper. By applying our proven process you will

- ✓ communicate more strategically
- ✓ handle sensitive issues appropriately
- ✓ empower and motivate your people
- ✓ write 30% to 50% faster
- ✓ develop your organization
- ✓ manage more productively.

Develop and improve your leadership skills

Lead through writing	Communicate ideas to support company vision and goals Lead culture change Write personably and nonjudgmentally Connect to a culturally diverse audience
Write for action	Write messages that drive specific outcomes Turn negatives into positives Position requests and conclusions strategically Get your point across the first time Edit documents written for your signature
Address employee issues effectively	Deliver sensitive messages with tact Minimize conflicts Focus on actions, not attitudes Show your readers you understand their needs
Foster employee development	Use written coaching to develop critical competencies Deliver specific feedback that is both corrective and supportive Help others achieve their career goals
Coach others to write effectively	Delegate communication assignments efficiently Provide clear and constructive feedback Model strong communication skills

Blended learning: books and on-line tools

1. Books: *Write to the Top: Writing for Corporate Success* (Random House) and *Instant-Answer Guide to Business Writing* (iUniverse) by Deborah Dumaine, Better Communications’ founder
2. Better Communications’ workbook, with additional exercises tailored to your needs
3. Managers' tips for reinforcing good writing
4. *Reinforcement by E-mail™*: 24 content-rich reminders e-mailed to your inbox after your workshop

NASBA Accredited: Earn nine CPE credits for this course.

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