Clear writing for a complex world™

Writing Constructive Feedback™

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What outcomes can you expect?

In this workshop, you will apply your company's performance management training to performance review documents—formal or informal. You will learn to apply our reader-centered writing process to

- deliver specific feedback that will motivate and positively reinforce
- address actions, not attitudes—write about observable and measurable behavior
- write clear and constructive development plans
- deliver both corrective and supportive feedback strategies in your documents
- increase your productivity.

Prerequisite: your company's performance management training

Writing feedback documents that get results

Write reviews that foster growth

- Deal in specific behaviors
- Express coaching suggestions clearly
- Illustrate with examples and quotes

Influence your reader

- Choose the right words, content, and tone—write personably and non-judgmentally
- Organize your ideas effectively
- Use the positive approach—turn negatives into positives

Streamline your message

- Produce written feedback quickly
- Analyze and plan for your readers
- Streamline sentences for conciseness
- Avoid gobbledygook

Write for results

- Make your writing active
- Edit for results using checklists
- Proofread accurately
- Position conclusions and recommendations strategically

Who should attend?

Anyone preparing written feedback (from sales managers to line supervisors) will find this workshop a valuable addition to performance management training.

What books and materials do you receive?

1. Books: *Write to the Top®: Writing for Corporate Success* (Random House) and the *Instant-Answer Guide to Business Writing* (iUniverse), by Deborah Dumaine, Better Communications®' founder; *Performance Appraisal Phrase Book* (Adams Media) by Corey Sandler and Janice Keefe
2. Better Communications' workbook, with additional exercises tailored to your needs
3. *Reinforcement by E-mail*™—24 content-rich messages reviewing key tools and concepts (optional)

Better Communications