

Writing for Leaders™

Virtual and in-person delivery available

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A program tailored to individual needs

As leaders, every day you face the white water of change and growing complexity. Reader-centered writing can be a lifeline back to clarity and productivity. One-on-one interviews ensure the content of this senior-level program meets your needs. Personal coaching afterwards guarantees new skills.

What outcomes can you expect?

Starting with a review of your organization's strategy and leadership competencies, you will determine how effectively you are leading in writing. By applying an easy-to-learn and proven process, you will

- communicate more strategically
- handle sensitive issues appropriately
- engage, empower, and motivate your people
- write 30% to 50% faster
- model compelling writing for your organization
- create buy-in
- build trust
- enhance execution
- manage more productively
- gain respect.

Develop and improve your leadership skills in writing

Use writing as a strategic tool

- Communicate to support company vision and goals
- Lead culture change with powerful messages
- Connect to a culturally diverse audience
- Support the free flow of information across the organization

Write for action—accelerate change

- Write messages that drive specific outcomes
- Get your point across the first time
- Position requests and conclusions strategically
- Edit documents written for your signature

Address employee issues effectively

- Deliver tough messages with tact
- Write personably and non-judgmentally
- Focus on actions, not attitudes
- Show readers you understand their needs

Develop your people

- Use written coaching to develop critical competencies
- Deliver specific feedback that is both corrective and supportive
- Help others achieve their career goals
- Increase their ability to act

Coach others to write effectively

- Delegate communication assignments efficiently
- Provide clear and constructive feedback on writing
- Model strong communication skills

Blended learning and tools support ongoing development

1. Books: *Write to the Top®: Writing for Corporate Success* (Random House) and the *Instant-Answer Guide to Business Writing* by Deborah Dumaine, founder of Better Communications®
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 messages reviewing key tools and concepts (optional)

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