

Reader-Centered Business Writing™

Quality writing drives action and productivity

After the group workshop, attendees will be able to

analyze their audiences

- influence their readers
- strengthen relationships

write for results

- position conclusions and action steps strategically
- build understanding and drive decisions

design for visual impact

- create documents their readers will read first

edit accurately using checklists

- choose the right words and tone
- build credibility and enhance professional image.

Learning by doing

Learners use The Six Steps to Reader-Centered Writing® to plan, draft, and edit an on-the-job document. Learners plan their message by:

1. analyzing their audience
2. brainstorming
3. creating headlines
4. sequencing information strategically.

After quickly writing the first draft, learners edit for clarity, conciseness, accuracy, visual design, and tone.

All who communicate 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*, 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).