

# Executive-Ready Writing

## Virtual Nine hours

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Senior executives don't have time to dig through long documents to find conclusions and recommendations. They need to know the key issues, outcomes, solutions, payback and costs—and they want that information fast. This virtual course helps you develop the writing skills you need to convey persuasive recommendations to senior executives.

### Who should attend

This nine-hour virtual course is for leaders who write to senior executives. We suggest up to 15 participants.

### You learn to

- profile the unique needs of your executive readers
- use a consistent process to quickly generate and organize content
- decide what information and how much detail to include
- state your main point clearly up front and avoid rambling
- make your document scannable, so executive readers can quickly find the information they need
- energize your writing by using a clear, concise style
- use a positive tone to build and maintain good relationships
- use templates to write persuasive recommendations

### What to expect

We know that people learn best by doing, so this virtual course gives you many opportunities to practice as you learn. You participate in large- and small-group discussions and receive coaching from your peers and from the facilitator. This course combines self-directed learning, instructor-led virtual sessions, and workshopping in small groups. The facilitator is available to answer questions and provide guidance and coaching. You use your own documents to assess your writing as we go, and you have an opportunity to revise a document in a culminating activity.

You receive a comprehensive digital manual containing exercises for extra practice, checklists, templates and examples. You also receive handy tip sheets to help you transfer learning to your work-based writing. You also have access to online resources for post-course use.

## How you spend your time

**Virtual Executive-Ready Writing** includes the following activities in three-hour learning modules, which we can schedule at your convenience. Come to the session with a document you need to write.

### Module 1

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#### Virtual Session 1: Write your first draft (60 minutes)

Learn to:

- profile your executive reader and clarify your purpose up front
- decide what information and how much detail to include
- plan the content and structure of your document
- draft quickly and painlessly

#### Self-directed learning (60 minutes)

Prepare a draft document of your choice to bring to your next session. Your facilitator is available to answer questions and provide coaching.

#### Virtual Session 2: Revise for structure (60 minutes)

Bring your draft to review and your writing samples as well. In this highly interactive virtual session, learn how to structure your document to get to the point quickly and make it easy for busy executives to scan for the information they need.

### Module 2

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#### Virtual Session 3: Revise for style (90 minutes)

Learn to revise your writing for readability and clarity:

- energize your writing by using a clear, concise, positive style
- use persuasive language and focus on reader benefits
- write recommendations that help executive readers make informed decisions

#### Self-directed learning (90 minutes)

Complete exercises in the manual to practice your skills. Assess your own writing and revise your draft for an executive-ready structure and style. Your facilitator is available to answer questions and provide coaching.

### Module 3

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#### Virtual Session 4: Prepare to workshop (45 minutes)

Review final concepts. Exchange documents with your peers and learn how to review their writing.

#### Self-directed learning (45 minutes)

Review your peers' documents and come prepared to give feedback about what worked and what could be better.

#### Virtual Session 5: Workshop (90 minutes)

Workshop your document with a small group in a breakout room, where you give and receive feedback to take your writing to the next level.