

IN PERSON · ONE DAY

## Executive-Ready Writing

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 course helps you develop the writing skills you need to convey persuasive recommendations to senior executives.

### Who should attend

This one-day 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 course gives you many opportunities to practice as you learn. You participate in large- and small-group discussions and activities, and use your own documents to assess your writing as we go. You have an opportunity to revise a document in a culminating activity, and receive coaching from the facilitator and feedback from your peers.

You receive a comprehensive manual containing exercises for extra practice, checklists, templates and examples. Handy tip sheets 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

### Write your first draft

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

Apply your learning as you draft a document of your choice. Your facilitator is available to answer questions and provide coaching

### Revise your draft for clarity and style

Learn to:

- Structure the content of your draft to get to the point quickly and make it easy for busy executives to scan for the information they need.
- Put the bottom line up front
- Make your document scannable
- 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
- Complete exercises in the manual to practice your skills
- Assess your own writing and revise your draft for clarity and style

### Workshop

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

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