

VIRTUAL · SEVEN HOURS

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

Who should attend

This 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. 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

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

Module 1 (Four hours)

Virtual Session 1: 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

Self-directed learning

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 and style

Bring your draft and your writing samples to review. In this highly interactive virtual session, learn how 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. Learn to:

- 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

Module 2 (Three hours)

Self-directed learning

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.

Virtual Session 3: Workshop

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.