

People Want to be More Informed with Less Information

Writing to Today's Busy Reader

Course Objective

Your employees will leave this one-day workshop with immediately-usable skills for writing e-mail, letters, memos, and short reports that get to the point and help move projects along efficiently. They will learn how to use their written messages to foster productive relationships with colleagues or customers. Readers will be able to grasp their message, understand the context and take appropriate action quickly.

Enrolment: We suggest a maximum enrolment of 15 participants in this workshop.

Who Should Attend

This workshop is ideal for people who need to communicate effectively with customers, clients or other business partners, and for those who have to communicate clearly and persuasively with colleagues in order to move projects forward.

What Participants Will Learn

By attending this workshop, your employees will learn to:

- Organize e-mail, letters, memos, and short reports (1-2 pages) into focused, efficient, useful messages
- Determine the information and the amount of detail the reader needs
- Write in a style that is clear, succinct and easy to understand
- Use constructive tone to build and maintain good relationships
- Organize related information into coherent paragraphs
- Use e-mail as an effective means of communication to enhance personal and organizational productivity

How is this program different from other one-day programs?

IWCC's program is not a one-day lecture. Participants spend 80% of their workshop time completing projects that teach skills for modern business writing. They will leave this workshop ready to immediately apply their newly-acquired writing skills in their day-to-day communications.



**Better Speakers
Better Writers
Better Business**