



Business Writing Skills:

Getting Your Point Across with Power and Influence

Write sharp and work smart.

Clear and concise writing is a business necessity and a core organizational skill. Unfortunately, employees often devote up to three hours each day struggling to express their thoughts and recommendations in writing. With awkward sentence structure, poor organization, and murky language, most written communication drops off the radar due to information clutter. Consequently, learning how to cut through the clutter and communicate clearly—without leaving anything open to misinterpretation or misunderstanding is important.

This webinar helps participants set quality writing standards that increase productivity, resolve issues, avoid errors, and heighten credibility. Participants learn a four-step process to create writing that cuts through the clutter; learn how to write faster with more clarity; and gain skills for revising and fine-tuning every kind of document from emails to manuals.

Program Focus:

- **Develop Quality Writing Standards –**
Writing skills improve immediately when you implement standards that support quality writing. Some participants may already be aware of these standards but face challenges applying them consistently.
- **Use an Effective Process and a Tool to Write Quality Documents –**
Once writing standards are identified, participants receive the tools to help implement them.
- **Use a Document Planner –**
Many documents miss their mark because writers fail to plan before they write. The most important planning decisions involve the document's intended purpose and readers. The Document Planner will help participants make decisions about the writing task.
- **Follow Drafting Guidelines –**
Writing is a creative task. Revising is critical. If both are attempted at the same time, neither is done well.

Competency: Written Communication

Cost: \$79.00

Each LiveClicks webinar is a low-cost module approximately two hours in length that offers compelling content and award-winning videos from FranklinCovey – and live engagement with a Division of Personnel trainer.

The webinar comes with its own downloadable toolkit (participant guide) for use during and after the workshop. Attendees experience the training right from their desk, eliminating travel cost and reducing time away from the office.

No need to worry about technology. LiveClicks webinars come to you via Adobe Connect Pro, a leading provider for web conferencing and e-learning. As long as the learner has Internet capability, a computer with speakers, Microsoft Internet Explorer 6 or more, Adobe Flash Player 8 or later and a telephone – connectivity should not be a problem.

Enrollment is easy! Use the same [Online Enrollment Form](#) provided for other workshops. Once enrolled, participants receive instructions to access the webinar on the day and time the webinar is scheduled.

