

Executive Staff Writing

Length: 2 Days

COURSE CONTENT

DAY 1: 8am to 4pm

Writing Clearly at the Executive Level – 8am to 12pm

- Thinking about your reader and understanding the clearest method for communicating your message to the reader

Lunch – 12pm to 1pm

Writing More Effective and quality Reports, Executive Summaries, White Papers, Point Papers, Letters, and Memos – 1pm to 4pm

- Using Plain Language principles to improve the clarity and conciseness of your writing and having your message acted upon
- Avoiding clichés and jargon
- Incorporating Document Design
 - Creating a visual hierarchy for the reader
 - Creating a document that can be scanned by the reader

DAY 2: 8am to 4pm

CONTINUED - Writing More Effective and quality Reports, Executive Summaries, White Papers, Point Papers, Letters, and Memos – 8am to 10am

Emailing in the Workplace – 10am to 12pm

- When is it appropriate?
- How to do it professionally

Lunch – 12pm to 1pm

Writing Award Nominations for the Workplace- 1pm to 2pm

- Ensuring your nominee's significant value is valued

Review and Critique – 2pm to 4pm

- Students will participate in workshopping and practicing these lessons along with providing and receiving peer reviewed critiques and feedback

Skills will be reinforced through a PowerPoint presentation and hands-on student participation in writing, editing, proofing, and peer critiquing