

### What outcomes can you expect?

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Starting with a review of your organization's leadership competencies, you will determine how effectively you are leading on paper. By applying our proven process you will

- ✓ communicate more strategically
- ✓ handle sensitive issues appropriately
- ✓ empower and motivate your people
- ✓ write 30% to 50% faster
- ✓ develop your organization
- ✓ manage more productively.

### Develop and improve your leadership skills

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#### Lead through writing

Communicate ideas to support company vision and goals  
Lead culture change  
Write personably and nonjudgmentally  
Connect to a culturally diverse audience

#### Write for action

Write messages that drive specific outcomes  
Turn negatives into positives  
Position requests and conclusions strategically  
Get your point across the first time  
Edit documents written for your signature

#### Address employee issues effectively

Deliver sensitive messages with tact  
Minimize conflicts  
Focus on actions, not attitudes  
Show your readers you understand their needs

#### Foster employee development

Use written coaching to develop critical competencies  
Deliver specific feedback that is both corrective and supportive  
Help others achieve their career goals

#### Coach others to write effectively

Delegate communication assignments efficiently  
Provide clear and constructive feedback  
Model strong communication skills

### Blended learning: books and on-line tools

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1. Books: *Write to the Top: Writing for Corporate Success* (Random House) and *Instant-Answer Guide to Business Writing* (iUniverse) by Deborah Dumaine, Better Communications' founder; *Performance Appraisal Phrase Book* (Adams Media) by Corey Sandler and Janice Keefe
2. Better Communications' workbook, with additional exercises tailored to your needs
3. Managers' tips for reinforcing good writing
4. *Reinforcement by E-mail™*: 24 content-rich reminders e-mailed to your inbox after your workshop

**NASBA accredited:** Earn nine CPE credits for this course.



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