



Schulich
School of Business
Executive Education Centre

Register for
an Upcoming
Session:

September 5 - 7, 2018
February 11 - 13, 2019

High Impact Business Writing: Reports, Proposals, Emails and Writing for the Web

Master the techniques of professional business writing to significantly improve overall quality and impact.

Add polish, influence and power to everything you write with insight into:

- The psychology behind powerful business writing
- Clustering and brainstorming techniques
- Increasing chances of getting your documents read and acted upon
- Refocusing to your reader's needs – the first time!
- Drafting whole documents quickly and easily
- Managing text for clarity, impact and persuasion
- Opening and closing lines that get results
- Essential elements common to proposals and reports
- Document structures to influence readers and reflect corporate image... *and more!*

Our Participants Say it Best:

"This interactive course provides valuable insights that can be immediately put into practice. Anyone looking to improve the effectiveness and impact of their writing while becoming a stronger communicator would benefit from this course."

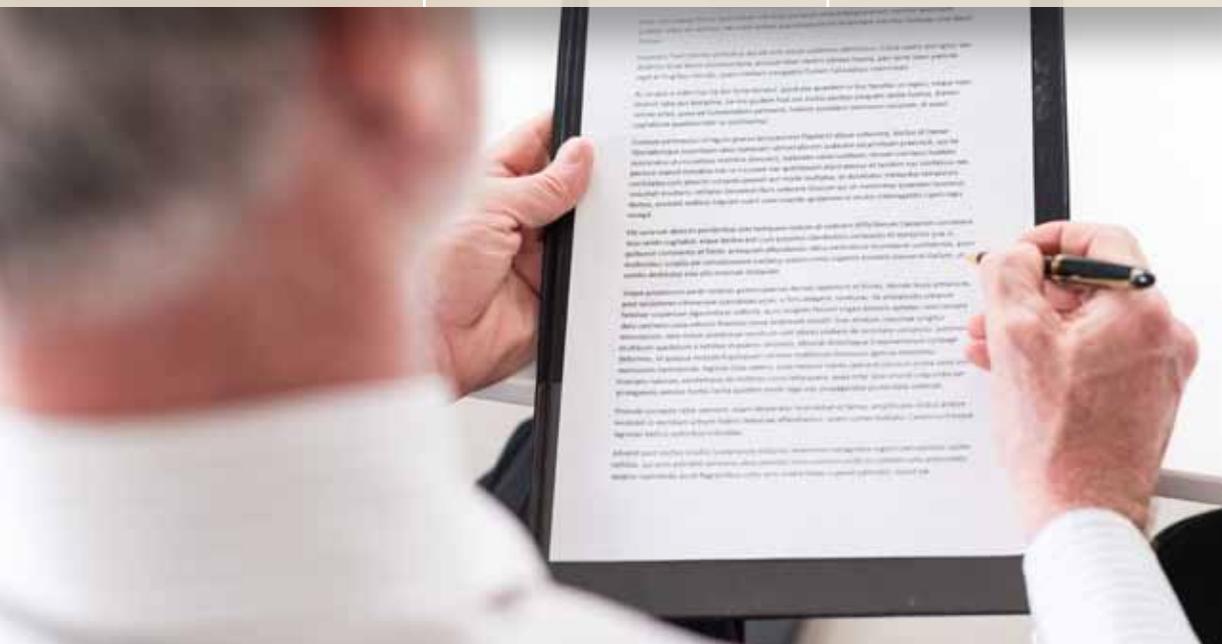
A. Graff, Proposal/Marketing Writer,
Dufferin Construction

"This course is invaluable to managers who review and write on a daily basis. The instructor provides insight and depth to the letter writing process. I would highly recommend this course."

F. Fragale, Director Audits,
Ontario Tire Stewardship

"The course provided me with concrete techniques and formats that will be easy to incorporate in my daily writing requirements."

B. Hodgins, Assistant Manager, Policy & Research,
Deposit Insurance Corporation of Ontario



21 PDU*



21 CPD

Register Today / Complete Details

<http://seec.online/11839>



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YORK
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Leaders must be able to communicate effectively in all business situations.

Business writing is one of the most important skills managers must possess for career advancement. Using techniques of professional writers, this course will teach you how to **organize your thoughts proficiently, creating strong reader buy-in to your communications**. You will also receive direct feedback to fine-tune your writing style. From RFP documents to management reports and sales proposals, you will **learn to write better materials in a fraction of the time**. This skills-intensive writing workshop is a tremendous career investment – **the techniques can be used every day to write powerful client communications, business proposals and strategic briefings**.

An in-session expert writing consultation will enrich your learning

Top Take-Aways

1. Learn how to draft whole documents quickly and easily
2. Understand the psychology behind powerful business writing
3. Quickly focus on your reader's needs in all documents
4. Maximize your business impact with new writing techniques, strategies and methods
5. Advanced writing skills and techniques used by professional business writers
6. Use proven RFP proposal frameworks to beat your competition
7. How to prepare business correspondence quickly and professionally
8. Learn a 3-step method to convert reports into presentations

Who Should Attend

- This workshop is designed for corporate, public sector and not-for-profit professionals to develop their business writing skills in a skills-focused learning environment.
- If you frequently prepare client proposals, management reports or business briefings, *High Impact Business Writing Skills* will benefit you.

Instructor Profile

Diana Kawarsky, MA, CCP, is a senior training & development professional with more than 20 years of experience. A specialist in professional effectiveness and team success who has worked with over 15,000 clients to date, she is an energetic, results-oriented individual, and takes pride in influencing the human side of business.

Special Bonus – As a Part of this program you will receive a copy of Instructor Diana Kawarsky's book *Soft Skills Volume 1*. This book is full of examples, strategies and insights that support your learning and offer you real-life perspectives to take back with you on-the-job.



Overview of Learning

Pre-Seminar Tool and Writing Sample Submission

- Participants benefit by a pre-class writing assessment and questionnaire

Where are Your Skills Now – Where Can We Take Them?

- How to organize your writing approach to every document

Modern Writing Skills for Executives

- Three 'must know' tones and techniques writers use

Design, Craft and Write

- The best time-saving plan for all documents; including writing for the web

Writing Styles that Appeal to Different Audiences

- How to write powerful introductions, executive summaries, point form presentations

Short and Long Reports that Deliver Your Message

- Time saving templates and how to trim the fat from your reports

Writing Proposals that Surpass the Competition

- Formats for RFPs, financial proposals, sales and marketing proposals

Persuasive Writing and Editing Techniques

- Improving your writing's overall readability; self-editing

Continues online

Get the whole picture.

Preview complete course content and instructor bio online.

Complete Details / Register Today

<http://seec.online/11839>

Tel.: 416.736.5079 | 1.800.667.9380
or email execedinfo@schulich.yorku.ca

Dates & Locations:

September 5 - 7, 2018
Miles S. Nadal Management Centre

February 11 - 13, 2019
Executive Learning Centre

Registration Fee:

\$2,950 + applicable taxes

Registration Details:

- Tuition includes teaching materials, lunches and refreshments, but not accommodations
- A special corporate rate is available for participants at partner hotels
- Programs run from 9:00 a.m. to 4:30 p.m.
- Modules, speakers, topics, dates, fees, and locations are subject to change