



Schulich
School of Business
Executive Education Centre

Virtual Classroom
Program

Register for
an Upcoming
Session:

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

Redesigned
to deliver even
more value in an
**engaging and
interactive online
format!**

Using simple techniques of professional writers, this course will teach you how to organize your thoughts proficiently, creating strong reader buy-in to your communications.

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!*

March 22 - 24, 2021

New Online Format Features

- 9:00 am – 12 noon – Daily Virtual Instructor-Led Training via Zoom
- Access to course materials (including manual and workbook) and online resources (including original videos designed and shot specifically for this course)
- Attendees have the opportunity to confidentially and securely submit on-the-job writing samples to the instructor and receive personalized feedback about each document

Bonus Coaching!

- Each attendee will be offered 2 hours of 1-on-1 Presentation Skills Coaching to be set-up individually with Instructor within approx. 2 weeks of course completion



21 PDU*



21 CPD

Register Today / Complete Details

<https://seec.online/12886>



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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.

Overview of Learning

Pre-Seminar Tool and Writing Sample Submission

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

Develop Clear Writing for the Online World

- Learn to write to build rapport and relationships to get the work done – the first time

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

- How to organize your writing approach to every document

Modern Writing Skills for Geographically Dispersed Teams

- 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

Register Today!

Dates & Locations:

March 22 - 24, 2021
Online in the Virtual Classroom

Registration Fee:

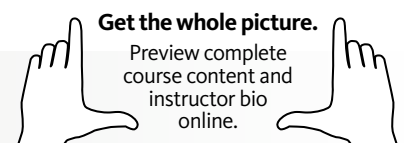
\$3,250 + applicable taxes

Complete registration details at:

seec.online/FAQ

Technical Requirements:

seec.online/techreq



Complete Details / Register Today

<https://seec.online/12886>

Tel.: 416.736.5079 | 1.800.667.9380
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* PMI Talent Triangle PDU breakdown
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