

IN-PERSON or LIVE VIRTUAL HIGH-VALUE WRITING COURSES



Up to 50 Learners



Customizable
Duration



In-person or
Instructor-led on Zoom

COURSES FOR
STAFF & TEAMS

Business Writing Fundamentals

In a Business Writing setting, clarity is key. Writers must support their readers by writing concisely and with action and accountability. This course helps business writers understand the expectations of workplace writing, lead with a main point, cut the fluff, and build writing confidence.

After taking this course, learners will be able to:

- Recognize the different requirements of academic and business writing
- Provide a clear main point and Call to Action
- Write with clarity and concision
- Adapt their writing to the needs of today's business readers
- Consider tone and write intentionally to build trust and relationships

Effective Emailing

Effective emails provide their reader with all needed information—but don't overload them with unneeded information. This course helps you write clear, actionable emails—supporting your reader by writing a strong main point, call to action, and purposeful subject line.

After taking this course, learners will be able to:

- Recognize the needs of today's readers
- Provide a clear main point and Call to Action
- Write with clarity and concision
- Provide an intentional subject line
- Use To, CC, BCC, and Forward with intention

Strategic Writing for Subject Matter Experts

Subject Matter Experts (SMEs) must share technical information with readers who often don't share their experience and background. This course helps SMEs create technical writing that both provides needed information and meets the needs of today's business readers.

After taking this course, learners will be able to:

- Recognize the needs of today's readers
- Adapt technical information for use by a less experienced audience
- Write with brevity and clarity
- Provide technical information that's easy to follow, recall, and use

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Writing Across Generations & Other Cultures

Today's business setting includes representatives from four different generations. Communicating with generations other than our own can often create confusion on both ends. This course shares the impacts generational and other cultures have on communication. You'll also learn strategies for adapting your writing to consider your reader's culture and communication norms.

After taking this course, learners will be able to:

- Recognize the impacts of culture on communication expectations and norms
- Analyze their reader for potential cultural needs and adjust their writing accordingly
- Adjust formality levels in writing
- Adjust levels of directness, amount of detail/context, and mode of communication to reader needs

Writing for Today's Readers

Today's readers are overloaded with information and content. This means they need clear, concise, actionable writing. This course shares strategies for both understanding and meeting the needs of today's readers.

After taking this course, learners will be able to:

- Recognize the needs of today's readers
- Write with familiar language and brevity
- Write with clarity and concision
- Adjust the "reading comprehension level" of their writing
- Provide usable, actionable information

Writing with Emotional Intelligence

In today's business writing landscape, we often write to people we'll never meet in person. This means our writing often represents us and sets a tone for our interactions. This course shares strategies for writing to build trust and maintain positive professional relationships.

After taking this course, learners will be able to:

- Recognize the impact of tone and word choice on a message's effectiveness
- Adjust tone and word choice to meet the emotional/relational needs of readers
- Show respect and empathy through intentional writing
- Manage conflict and reduce defensive responses to writing

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