

Executive Staff Writing

Length: 3 Days

COURSE CONTENT

DAY 1: 8am to 4pm

1. **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

2. **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

1. (cont'd) **Writing More Effective and quality Reports, Executive Summaries, White Papers, Point Papers, Letters, and Memos** – 8am to 12pm

Lunch: 12pm to 1pm

2. **Emailing and Texting in the Workplace** – 1pm to 4pm
 - When is it appropriate?
 - How to do it professionally

DAY 3: 8am to 4pm

1. **Writing Award Nominations for the Workplace** - 8am to 10am
 - Ensuring your nominee's significant value is valued
2. **Using Visuals in Written Deliverables** - 10am to 12pm
 - How to present charts and graphs clearly
 - Formatting tools for inserting visual

Lunch – 12pm to 1pm

3. **Review and Critique** – 1pm 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.