ELEVATE

Writing at the Executive Level

Overview

Organizations greatly benefit from having a professional cadre who can produce clear, well-organized, grammatically correct documents of the work they perform. Today's professionals are expected to communicate effectively, and writing plays a vital role in how one's work is presented to colleagues, subordinates, and the community as a whole. This course is designed to teach participants how the tools needed to complement their reader's level of understanding, methods of getting past writer's block, critical thinking skills to write effective documents, and much more.

Learning Objectives

- Identify and implement tools for writing to complement the reader's level of understanding
- Gain a better grasp of the grammar, spelling, punctuation, and sentence structure required for writing correctly
- Practice the ability to write concisely and clearly, so that the reader will quickly grasp the message of the written material
- Learn the process of gathering material, putting it in a format that addresses the points under discussion, and bringing closure to the situation
- Revisit the rules of good grammar and clear communication
- Improve sentence construction and paragraph development
- Proofread your work so you can feel confident it is clear, concise, complete, and correct

Course Agenda

Module 1: General Considerations

- Writing at or to the Executive Level Requires Critical Thinking
- Why Is Writing So Difficult?
- Write Better

Module 2: The Four Cs of Writing

- Clear
- Concise
- Complete
- Correct
- Familiar Words

- Precise Words
- Concrete Nouns
- Jargon

Module 3: First Things First

- Plan in Advance
    - Identify Your Purpose
    - Identify Your Audience
    - Create a Reader Profile
    - Get a Better Understanding of Your Audience
    - Learning Styles
- Audience Analysis Exercise

Module 4: Three Methods to Get Your Ideas Out

- Word Association (Freewriting)
- Brainstorming
- Mind Mapping

Module 5: Crafting Effective Sentences

- Parts of a Sentence
- Types of Sentences
- The Paragraph
- Organization Methods
- Spelling
- Grammar
- Creating a Cheat Sheet
- Professional Tone
- Writing Constructively

Module 6: Proofreading Essentials

- Proofreading for Perfection
    - Effective Proofreading Tips
    - What Do You Look For?

Module 7: Putting it All Together

- **Writing Project**

Appendix

Personal Action Plan