

Professional Skills.

# Writing for Impact.

## Overview.

The rogenSi Writing for Impact program focuses on planning and writing clear, concise documents that achieve the writer's objective.

## Key components.

- The goal of any business writing
- Planning a document
- Reader analysis
- Setting an objective
- Structure
- Clarity, conciseness, and power
- Editing
- Creating decks and pitch books
- E-mail: special challenges
- Final writing exercise

## Challenges addressed.

- Creating appealing, readable documents
- Writing to clients
- Writing internal memos and reports
- Eliminating excess words and jargon
- Setting the appropriate tone in e-mails

## Outcomes.

- Know how to plan a document, making the whole process of writing more efficient
- Understand that all documents should be written from the reader's point of view
- Use crisper, more concise language that gets their message across
- Edit their work before it goes out
- Have a template and tips to avoid the pitfalls of e-mail.

## Duration.

1 day.