

Writing for Impact.



Outcomes.

Participants will learn how to:

- Plan documents to make the writing process more efficient
- Write with the reader's point of view in mind
- Use crisper, more concise language that gets their message across
- Edit their work
- Create templates
- Avoid the pitfalls of email.

Duration.

1 day for 6-12 participants

How to register.

To make a booking simply go to www.rogenSi.com and click on the Business Learning Centre tab, then choose your program and location.

For more information.

Call: 1800 797 447
Email: blc.australia@rogenSi.com
www.rogenSi.com

Overview.

rogenSi's **Writing for Impact program** focuses on writing clearly, concisely and compellingly. The objective is to understand how to write messages and documents that achieve desired results. It deals with the issue of writing in a time-poor and cluttered communication environment.

Challenges addressed in this Program

- Creating documents that people want to read.
- Writing to clients.
- Writing internal memos and reports.
- Eliminating excess words and jargon.
- Setting the appropriate tone in emails.

Key components of this Program.

- The goal of business writing.
- Planning a document.
- Reader analysis.
- Setting an objective.
- Structure.
- Clarity, conciseness and power.
- Editing.
- Email: Special challenges.
- Final writing exercise.

Who should attend this Program.

Anyone needing their written communication to have a greater impact on their readers.