



INFORMATION MAPPING

Communicate Write: Effective Communication Skills for Leaders

An Information Mapping® Product

As a leader, you know that you must have excellent writing skills to clearly communicate your ideas, implement them effectively, and achieve results. Many business communication courses review basic grammar, proofreading, and writing skills, but do not provide the advanced communication skills you need to move ahead.

Program Objectives

Participants in this seminar will be able to overcome communication challenges and lead through better writing. You will learn to

- write actionable communications that get results
- communicate complex information clearly and concisely
- choose the right tone for your audience
- target content to answer reader needs
- provide context to improve comprehension
- select the right level of detail for multiple audiences
- organize information to optimize readability, and
- use a five-task writing approach to start writing quickly

Course Features

Communicate Write: Effective Writing Communication Skills for Leaders will teach you to organize and structure complex business information so that it is easy for diverse audiences to understand and use. The fast-paced one-day workshop provides an interactive learning experience that will allow you to apply and practice new skills through small group exercises and work on your own materials.

Along with the small class size, you receive

- our latest version of Formatting Solutions Pro
- a handy Quick Reference Card
- a complete participant's guide
- hands-on exercises, and
- a real transfer of a lifetime professional skill using a proven methodology.

Duration

This is a one-day course from 8:30am – 5pm.

Information Mapping® method

Based on research in to how the human mind actually reads, processes, remembers, and retrieves information, Information Mapping is an integrated set of easy-to-learn principles, techniques and standards. It enables authors to break complex information into its most basic elements. The result is a set of precisely defined information modules that are consistent from author to author and document to document.

Benefits

Communicate Write: Effective Writing Communication Skills for Leaders can help participants

- target content to meet reader needs
- use a simple 5-task approach to start writing quickly
- organize information so that it is easy to find, and
- overcome communication challenges.

Who Should Attend

This course is appropriate for current and aspiring leaders writing communications such as

- e-mail, memos and announcements
- plans, reports, and analyses
- business cases and briefings
- requests, proposals and recommendations, or
- meeting agendas and summaries.

Pricing

Price to register for a public program is \$695. Private onsite pricing is available upon request.

Registration/More Information

Please contact Information Mapping's Inside Sales at 800-INFOMAP (463-6627) or send an e-mail to inquiry@infomap.com.