



## CUSTOMIZED COMMUNICATION WORKSHOPS WITH GUARANTEED RESULTS

### ▼ ***Email Essentials: A Sensible Approach @Work:*** half day

When email is the right choice, the challenge today is to write effective email that gets results and still manage the increasing reading load.

#### **Objectives**

- answer key reader questions
- tame down tone
- develop useful subject lines
- decide when email is the right choice

### ▼ ***Strategic Customer Service Letters:*** full

Learn to use key strategies to deliver the news (good or bad), respond to customer complaints, and improve collections. When the situation calls for diplomacy - this workshop works.

#### **Objectives**

- improve tone
- keep the customer and the business
- turn negatives into positives
- avoid words that offend
- arrange for impact

### ▼ ***Effective Business Writing:*** full day

If you have concerns that your company correspondence is missing the mark or leaving a poor impression, consider this workshop.

#### **Objectives**

- organize for the reader
- sell reader benefits
- update your writing style
- make a good first impression

### ▼ ***Technical Writing: 5 Essential Survival Skills:*** full day

Effective technical writing hinges on demonstrating expertise in 5 essential writing elements.

#### **Objectives**

- involve the reader
- follow a consistent format
- present ideas in a logical manner
- include design
- reduce word count

### ▼ ***Perfect Your Presentation:*** full day with optional follow-up coaching

Learn how to make an inspiring and informative presentation that entertains and gets rave reviews.

#### **Objectives**

- use a simple system to prepare
- develop realistic objectives
- reduce anxiety
- avoid presentation disasters
- use visual aids with style
- prepare for audience questions

