



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

