



1-on-1 Clear Writing Sessions

Intensive hands-on sessions that give business people the confidence and skills to think clearly & write what they mean.

Information is plentiful in business. But how you *communicate* that information is critical. Business people at all levels and in every department must continually turn information into knowledge to help their colleagues, managers, and customers make the right decisions.

The Writing Workshop's 1-on-1 Clear Writing Sessions are intensive hands-on training designed for business people who need to develop a clear, confident writing style. During the workshop, you will learn to think analytically, write and revise assignments, and receive personal coaching and editing on your work.

You'll also learn the principles of analysis and argument. Most often in business, we write to convince others to do something — give permission, take action, or make a decision. You will learn simple, practical ways to form a logical, persuasive argument.

The workshop includes discussions, exercises, 1-on-1 coaching, assignments, critiques, and a 78-page workbook with notes, references, and examples..

Hour 1

Clear writing essentials.

You will learn how to lose bad writing habits, and gain the confidence you need to think clearly.

Here's some of what you'll learn:

How to be clear – The single most important goal in writing.

Purpose – Why am I writing? What am I writing? What do I want to accomplish?

Audience – Who is my reader? What's his perspective? What are his expectations?

Plan, write, revise, edit – A process to help you think clearly, organize your ideas, focus your objectives, take less time, and have more fun writing.

Hour 2

Analysis

You will learn how to dig deeper, understand your objective, consider options, choose a direction, and organize your ideas.

I'll teach you how to use these thinking tools:

Analytical questions – How to look beyond the obvious.

Brainstorming – Generate great ideas and form connections.

Outlining – Organize your thinking and structure a logical document.

Analysis exercises

You will participate in a series of exercises designed to help you examine a situation thoroughly, and ask the right kinds of questions. You will analyze a given business scenario and generate ideas.

What you will learn:

- A 4-step process that's guaranteed to improve your efficiency.
- Practical ways to uncover your real objectives for writing.
- How to keep your words from obscuring your ideas.
- How to address the 4 most common reader attitudes.

Hour 3

Outlining for logical order

You'll analyze a given business situation and produce an outline for an effective argument.

What you will learn:

- How to identify key issues and problems to be resolved.
- The 5 most common mistakes writers make – and how to avoid them.
- Commitment, Structure, Coherence – the model of a tight presentation.
- 29 questions to help you think and write analytically.

Hour 4

Writing Mechanics

Sentences & Paragraphs

The Sentence - People use them every day, but don't know what they are.

The Paragraph - Your document's rhythm section.

Through exercises in revision and sentence structure, you will learn how to write clear and effective sentences and paragraphs to make your writing logical, and persuasive.

Revision & Editing

We'll look at writing examples and revise them to improve style, structure, word choice, and clarity.

- Style - How to set the right tone for your audience and purpose.
- Clarity - What's clear for the writer is often confusing for the reader!
- Commonly confused phrases - Is it "he and I" or "him and me", "different from" or "different than"?
- Commonly misspelled words - Is it "preceding" or "proceeding", "its" or "it's"?
- Loud, later, slow - 3 simple strategies to help you catch typos.

Hour 5

Persuasive writing

We'll examine the principles of persuasive writing. You'll learn how to structure an argument, introduce facts, support claims, and make clear recommendations – all essential to persuasive writing.

You'll analyze a given business situation and produce an outline for an effective argument.

You will learn:

- How to identify key issues and problems to be resolved.
- The step-by-step process that guarantees a convincing presentation.
- The 7 essential components of an effective argument.
- Ways to escape the dead-end argument trap.
- How to achieve cooperation and encourage action through writing.

Hour 6

Assignment

You will write an assignment based on a given business situation. Using the ideas and outline you created earlier, you will determine your purpose, assess your audience, define your expected outcome, and write a persuasive document. I'll guide you through the writing process and help you apply what you learned.

The Writing Workshop

Learn how to write what you mean.

Who should attend:

The Writing Workshop's 1-on-1 Clear Writing Sessions are designed for people at all levels in business – everyone who has to think clearly, organize their ideas, and write persuasively.

The principles you'll learn in The Writing Workshop will also help you give better presentations. You'll learn to think about your communication objectives and your audience expectations, and you'll discover how to plan and structure a clear, logical presentation.

About the Presenter:

John Sturtevant is America's Expert on Clear Writing.

For more than 20 years, he has shown business people how to communicate their ideas clearly and persuasively.

John created The Writing Workshop after teaching business writing for five years at Harvard Business School and The European School of Economics in Rome, Italy.

Before launching The Writing Workshop, John was Vice President of Marketing for an Internet software company, which was acquired in 2001. Prior to that, he was a multimedia training producer. He created programs designed to motivate employees, and simplify complex ideas.



John presents onsite persuasive writing training at companies in every type of business. He is also a popular speaker at conferences and association events worldwide.

Costs

The Writing Workshop's 1-on-1 Clear Writing Sessions are \$300. an hour.

Ready to start?

Just give me a call at 713-861-9992 or send an email to: john@thewritingworkshop.org



People in these organizations learned
to write what they mean.

AEGON Insurance Group
Alaska Society of Professional Engineers
American Advertising Federation
American Association of Ambulatory Surgery Centers
American Business Women's Association
American Institute of Graphic Artists
American Society of Association Executives
American Society of Training and Development
APQC - Research, Benchmarking & Best Practices
Aramco Oilfield Services
Association for Career and Technical Education
Association of Proposal Management Professionals
Atwood Oceanics
Baltimore Bureau of Health
Bank Of The West
BP North America
British Columbia Hydro & Power
British Columbia Transmission Corporation
Brown & Brown CPAs
California Agricultural Lending Institute
Clear2Pay Americas
Clemson University
COMSYS - Information Technology Services
Conference of State Bank Supervisors
Curley & Pynn Public Relations
Damon S. Williams Associates Civil Engineering
Exelon Nuclear/Quad Cities Generating Station
Financial & Insurance Conference Planners Association
Fluor Corporation
Hawaii Visitor and Convention Bureau
Healthcare Information & Management Systems Society
Houston Airport Systems

International Association of Administrative Professionals
International Association of Business Communicators
Klotz Associates Engineers
Lockwood, Andrews, & Newnam - Planning & Engineering
Marathon Oil Company
Massachusetts Department of Energy Resources
Massachusetts Society of CPAs
Meeting Professionals International
National Association of Medical Staff Services
National Investor Relations Institute
National Speakers Association
Nebraska Healthcare Marketers Association
Nevada Healthcare Association
Oklahoma Hospital Association
Pierpont Communications
Playtex Products Research
Pricewaterhouse Coopers
Pride International Drilling Contractors
Public Relations Society of America
Rice University
Scott & White Memorial Hospital
Shell Exploration & Production Company
Society of Women Engineers
Stage Stores, Inc.
Stroud Consulting
SunGard Energy Solutions
Texas Credit Union League
Texas Society of Medical Staff Services
Total Petrochemical
University of Houston
USDA Forest Service
U.S. Department of Energy

What people say about The Writing Workshop

"This is a fabulous and extremely worthwhile experience...I recommend it for anyone, in any job."

Laura Schilberg
Financial Systems Manager
British Columbia Transmission Corporation

"A very practical workshop that will help people improve their writing skills immediately."

Sherwin Yan, MD, MS
Senior Manager, Product Safety
Playtex Products, Inc.

"Very, very good...should be given by all companies whose employees' writing affects their business."

Barbara Capun
Senior Partner
Brown & Brown CPAs

"A breath of fresh air!"

Tracey Rhoades
Director, Editorial Services
Rice University Office of Public Affairs

*"A highly informative, enlightening, and entertaining experience...John exceeded my expectations.
Fun while learning – what more can you ask for?"*

Susan Gramatges
Chief Operating Officer
Pierpont Communications

"John obviously knows his stuff...and he doesn't hold any punches!"

Letitia Wentworth
Aegon Insurance Group

*"John took what could have been a dry subject and held my interest with his excellent presentation
skills & techniques I can actually use!"*

Leda Celaya
Program Manager
Aramco Technical Services

"This is a totally different approach to writing.

John is entertaining and offers a tremendous amount of practical information."

Skip Moran
Massachusetts Society of CPAs