IN-PERSON or LIVE VIRTUAL

HIGH-VALUE WRITING COURSES

Up to 50 Learners

Customizable Duration

In-person or Instructor-led on Zoom

Strategic Writing for Leaders

Leaders have the opportunity to set a tone with their writing, and to use strategic writing to lead productive, inclusive teams and meet management goals. This course helps leaders use writing to impact team success, represent themselves with confidence and authority, and build trust and community with their readers and teams.

After taking this course, learners will be able to:

- FYW¢[b]nY`h\Y`kc`g]XYg`cZ`a YUb]b[. **Informational** `UbX `**Relational**
- Apply intentional word choice and tone shifts when giving feedback and direction
- Dfoject`UbX`]bgd]fY`Vcb7]XYbW`h\fci[\`]bhYbh]cbU`k cfX`W]c]W
- Impact`h`Y`Ua morale, engagement, and retention

Writing to Build Team Community and Belonging

Leaders and managers can impact their employees' sense of community and belonging through intentional writing. Write strategically to build inclusion and teamwork, helping your team build trust, confidence, and effectiveness.

After taking this course, learners will be able to:

- Manage tone, show respect, and build trust through intentional verb choice
- Create a team-based environment, and focus more on the "we" than the "I."
- Intentionally include others, and reduce alienation through intentional writing
- Affect employee perceptions and behaviors with strategic messaging

Providing Actionable and Motivating Feedback

Leaders and managers can help their team members develop professionally by using writing to provide useful feedback and direction. Learn to write feedback that's objective, evidence-based, and provides tangible steps forward. Learn to redirect when needed—without reducing employee confidence.

After taking this course, learners will be able to:

- Recognize the emotional impact of words on employee morale and motivation
- Write to cultivate a growth mindset in your team, and limit fixed mindset thinking
- Convey advice, redirection, and steps forward without demoralizing
- Inspire and motivate by using language intentionally, based on reader needs

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COURSES FOR LEADERS & MANAGERS

Writing to Convey Confidence and Authority

In today's largely virtual business landscape, our writing represents us. Leaders can ensure they project confidence through their writing by using a few simple, intentional writing strategies. Learn to manage the level of authority in your writing and even inspire confidence in others.

After taking this course, learners will be able to:

- Represent themselves with confidence and authority in writing
- Project confidence through their writing, in turn inspiring confidence in the reader
- Avoid words and turns of phrases that can reduce projected confidence
- Use a strengths-based approach to create an actionable, productive tone

Writing to Manage Motivation, Engagement, and Conflict

Conflict, disengagement, and even turnover can result when leadership communicates in a way that isn't thoughtful and doesn't feel respectful to employees. Leaders can strategically use language that boosts respect and engagement, and limits defensive reactions or conflict.

After taking this course, learners will be able to:

- Recognize the emotional perceptions and reactions writing can create in a reader
- Adjust business writing to reflect a growth mindset and respect for the reader
- Use language intentionally to reduce the tension in a situation
- Write strategically to manage conflict, perceptions, and perspectives

Writing to Promote Team Wellness

Today's often virtual work settings can be ripe for misunderstandings and hurt feelings—often originating with writing that doesn't consider the reader. This course helps teams reduce stress, conflict, and worry over emails by sharing strategies that reduce polarization in writing.

After taking this course, learners will be able to:

- Recognize the impact of tone and word choice on a message's effectiveness
- Adjust tone and word choice to meet the emotional/relational needs of readers
- Show respect and empathy through intentional writing
- Use language that reduces reader stress

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