2-HOUR LIVE VIRTUAL
HIGH-VALUE WRITING COURSES

Up to 50 learners | 2 hour sessions | Instructor-led on Zoom

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 respect the reader. 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

support@highvaluewriting.com

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