2-HOUR LIVE VIRTUAL
HIGH-VALUE WRITING COURSES

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

COURSES FOR STAFF & TEAMS

Writing Across Generations & Other Cultures

Today's business setting includes representatives from four different generations. Communicating with generations other than our own can often create confusion on both ends. This course will help you understand the impacts generational and other cultures have on communication. You'll also learn strategies for adapting your writing to your reader's culture.

After taking this course, learners will be able to:
- Recognize the impacts of culture on communication expectations and norms
- Analyze their reader for potential cultural needs and adjust their writing accordingly
- Adjust formality levels in writing
- Adjust levels of directness, amount of detail/context, and mode of communication to reader needs

Writing for Today's Readers

Today's readers are overloaded with information and content. This means they need clear, concise, actionable writing. This course shares strategies for both understanding and meeting the needs of today's readers.

After taking this course, learners will be able to:
- Recognize the needs of today's readers
- Write with familiar language and brevity
- Write with clarity and concision
- Adjust the "reading comprehension level" of their writing
- Provide useable, actionable information

Writing with Emotional Intelligence

In today's business writing landscape, we often write to people we'll never meet in person. This means our writing often represents us. This course shares strategies for writing to build trust and maintain positive professional relationships.

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
- Manage conflict and reduce defensive responses to writing

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HIGH VALUE WRITING