

The High-Value Writing Workbook

for leaders, teams,
and students

BY THE NUMBERS

10

Chapters

34

Strategies

30

Revision Practice
Activities

24

Reflection Activities

28

Linked (optional)
Learning Videos

\$19.95

The High-Value Writing Workbook:

WRITE FOR SUCCESS
IN WORK AND LIFE

Erin Lebacqz



TABLE OF CONTENTS

Introduction: Goals of Intentional Writing

1. Your Writing Defaults
2. Concise and Nice Writing
3. Writing to Get Read
4. Making Your Point and Calling for Action
5. Writing with Flow and Guiding Your Reader
6. Writing to Build Trust, Respect, and Belonging
7. Targeting Your Message to Your Reader
8. Using Writing as a Management Tool
9. Providing Actionable, Motivating Feedback
10. Writing with Executive Presence

Appendix: Using this Workbook with a Team/Class