

2-HOUR LIVE VIRTUAL HIGH-VALUE WRITING COURSES



Up to 50 learners



2 hour sessions



Instructor-led on Zoom

COURSES FOR LEADERS & MANAGERS

Strategic Writing for Leaders

Leaders have the opportunity to set a tone with their writing, and to use this opportunity to meet management goals. This course helps leaders use writing to impact their team's success, represent themselves professionally, and build trust and business relationships.

After taking this course, learners will be able to:

- Recognize the two sides of meaning: Informational and Relational
- Apply intentional word choice and tone shifts to not only inform, but connect with, readers
- Present and inspire confidence through intentional word choice
- Strategically write to affect team morale, engagement, and (re)direction

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 by leveraging messaging

Providing Feedback and Redirection

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 per reader

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