

Power Tools for Effective Writing & Editing

ChangeWorks
Inc.



Purpose:

This workshop is designed to help writers develop documents more efficiently, experience less stress during the writing process, and create better documents in terms of clarity, conciseness, organization, correctness, logic, and appearance. This program also offers a practical section of grammar, usage, and punctuation.

Method:

The facilitator uses short presentations, group discussion, small-group activities, editing exercises, and writing tasks to enhance participants' awareness of issues, options, and practices in modern business writing. Participants receive notebooks with a variety of practical support materials. The workshop is delivered using adult learning principles.

Content:

Creating a Readable Style

- ✓ The Ten Keys for Clear Writing: important readability issues including word choice, sentence length, use of key words, and application of a positive tone
- ✓ Parallel construction for effective balance
- ✓ Active and passive voice: combating a writing disease

Powerful Tools for Organizing the Document

- ✓ Using the POWER model to enhance the writing process (plan, organize, write, evaluate, revise)
- ✓ Layout
- ✓ Proofreading guidelines

Document Design

- ✓ Applying laser printer/print conventions to documents
- ✓ Effective e-mail, memos, and letters: layouts; appropriate salutations, openings, and closings; four models for standard business messages
- ✓ Key elements of an effective proposal: purpose, visual and logical appeal (WIIFM), appropriateness, and clarity
- ✓ Key elements of the short professional report; applying report concepts to memos, letters, and proposals

An optional module is available that reviews contemporary punctuation and grammar.

This workshop is available in several formats.



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