**Written Communication: Power in the Pen – Sharpening Written Communication Skills**

**Course Description**

The average attention span of a human is 8 seconds, which is less than that of a goldfish. So, whether it’s an e-mail exchange, a written letter, or a proposal, a meaningful message entails establishing a connection that leaves a powerful impression. This course will help you develop a truly engaging and responsive communication style, leading to positive results for you and your organization.

**Who Should Attend**  
Any professional looking to enhance writing skills.

**Course Outline**

* **Composition: How it’s Created**

Here we’ll cover a top 10 list of language myths, 4 tips for the written word, email best practices, and writing proposals, technical documents, and processes and procedures.

* **Audience & Format: How it’s Received**

Every person perceives both verbal and written communication differently. We’ll explore together the personality styles and how to best communicate effectively to a broad audience.

* **Structure: How it Appears**

In this session we’ll explore the AIDCA technique to writing so that we quickly capture our audience and keep them engaged.

* **Common Mistakes**

Frequently misused and misspelled words can significantly reduce the confidence we place in our colleagues and business partners. Here we’ll cover some of the most common mistakes and how to avoid them.

* **Grammar, Spelling, Punctuation, Proofing**

From the basic to the more advanced, we’ll review grammar, spelling, and punctuation rules, along with proper ways to use conjunctions and subordinates and learn some tips to help remember correctly moving forward.

**Course Format – 8 hours**Combination lecture and classroom exercises.