

## Writing for Results

The costs of ineffective writing can be enormous. Whether you're releasing a product update or simply e-mailing employees about a recent realignment, it's critical that people are motivated to read what is written, clearly understand the message, and respond accordingly. Clear and concise writing is a business necessity and a core organizational skill. With FranklinCovey's *Writing Advantage* workshop, you can reduce the time spent crafting documents and improve the results of all your e-mails, memos, reports, proposals, updates, newsletters, manuals, guidebooks—and everything in between.

## Effective Writing Is a Vital Part of Doing Business

Many professionals spend up to three hours each day attempting to express themselves in writing. Unfortunately, the reality is that this time is wasted when the information they deliver is misinterpreted or even ignored. With poor structure and muddy language, most written communication gets lost in today's information clutter. Consider the effect of an unclear press release or unorganized marketing plan. Poorly crafted documents can cause misunderstanding, hamper collaboration, create errors, and threaten your professional credibility—and your business results.

## Apply a Proven Process for Improving the Clarity, Impact, And Results of Your Writing

In the take-no-prisoners business environment, your written communication must make your point with power and clarity. Now it will with the FranklinCovey *Writing Advantage* workshop. Learn the skills to express ideas clearly without leaving anything up to interpretation. *Writing Advantage* helps you set quality writing standards that increase productivity, resolve issues, reduce errors, and increase credibility. Write sharp and work smart with *Writing Advantage*.

## Give Yourself the Writing Advantage

*Writing Advantage* from FranklinCovey teaches you how to make your written communication more clear and memorable. This skills-based workshop will help you set writing standards that will have a lasting impact on business results. *Writing Advantage* is taught as a one or two-day, facilitator-led workshop in a corporate or on-site setting. Certification is available for facilitators wanting to teach *Writing Advantage* in their organization.

### *Writing Advantage* Workshop Tools:

- A writing guidebook with reference information and writing exercises.
- An easy-to-use “Document Planner” tool that fits the Franklin Planner® along with an electronic version that allows you to automatically draft e-mails and documents.
- A *FranklinCovey Style Guide* companion CD ROM.

See reverse side for the *Writing Advantage* workshop outline.



## The Writing Advantage Workshop

The proof is in the process.

The *Writing Advantage* workshop teaches participants a four-step process that helps their writing cut through the clutter of today’s information-flooded work environment and master what they write, how they write it, and how it is received by others.

WORKSHOP TIMELINE	CORE COMPETENCIES	PERFORMANCE STATEMENTS PARTICIPANTS WILL BE ABLE TO:
AM	<b>PLAN</b> Analyze. Chart. Define the purpose.	<ul style="list-style-type: none"> <li>Brainstorm and determine the document’s purpose, readers’ needs, and desired response.</li> <li>Select the appropriate format for your document.</li> <li>Break your writing assignments into manageable pieces.</li> <li>Collect all necessary information before starting to write.</li> </ul>
	<b>DESIGN</b> Originate. Sketch. Organize for clarity.	<ul style="list-style-type: none"> <li>Apply principles of organization using the Four-Box Format.</li> <li>Prioritize flow of writing with the purpose up front.</li> <li>Write effective subject lines and headings.</li> <li>Preview key supporting points and relevant details.</li> </ul>
PM	<b>DRAFT</b> Execute. Write. Express yourself effectively.	<ul style="list-style-type: none"> <li>Collect all the pieces to quickly write a well-constructed draft.</li> <li>Use and apply the <i>FranklinCovey Style Guide</i>™.</li> </ul>
	<b>REVISE</b> Collaborate. Shape. Refine for results.	<ul style="list-style-type: none"> <li>Review with peers, collaborate, and revise to fine-tune documents.</li> <li>Conduct effective review sessions.</li> <li>Use 3-stage revision process:               <ul style="list-style-type: none"> <li>Be Clear—Refine tone and purpose.</li> <li>Be Concise—Streamline sentences and paragraphs.</li> <li>Be Correct—Proofread for spelling, grammar, and punctuation.</li> </ul> </li> </ul>

## FranklinCovey

FranklinCovey is the recognized leader in individual and organizational effectiveness. *Writing Advantage* is part of the FranklinCovey Advantage Series workshops based on proven principles of effective communication. The Advantage Series workshops help sharpen the written, verbal, and interpersonal skills of each member of your organization, building a solid foundation of organizational excellence.

For more information about FranklinCovey programs in Kenya, contact [info@raiser.co.ke](mailto:info@raiser.co.ke) or call 0722 662072 or 0733 418041. You may also visit [www.raiser.co.ke](http://www.raiser.co.ke).

