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Our Experts, Your Success

Writing Advantage

Delivered by Franklin Covey

» Summary

Based on key principles of written communication, Writing Advantage examines how to write with the reader in mind, whatever the type of document. It teaches planning structure, tools and techniques - and comes with a comprehensive Style Guide covering English usage in book and CD form.

» Outcomes

FranklinCovey's Writing Advantage Workshop

- ▶ Individuals learn how to organise initial ideas around a clear purpose.
- ▶ Individuals structure a prototype based on solid writing standards.
- ▶ Individuals evolve their prototype into a draft document.
- ▶ Individuals review and refine the draft against formal standards.
- ▶ Individuals produce a final and collaborative edit of their draft.

» Challenge

Does your organisation produce written communication that conveys your intended message with professional quality, clarity and accuracy?

Many professionals spend up to three hours each day attempting to express themselves in writing. Unfortunately, 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 unorganised marketing plan. Poorly-crafted documents can cause misunderstanding, hamper collaboration, create errors, and threaten your professional credibility—and your business results.

Clear, Accurate Writing Impacts Your Bottom Line

in today's competitive business environment, your written communication must make your point with power and clarity. In order to succeed, your organisation must empower all team members, especially key employees, to express ideas and critical messages clearly—without leaving anything open to misinterpretation or misunderstanding.

increasing the power

of your organisation's written communication will increase productivity, resolve issues, reduce errors and increase credibility.

» Solution

The FranklinCovey Writing Advantage workshop

To stay ahead in business, you have to cut through the information clutter and communicate clearly. FranklinCovey's Writing advantage workshop teaches how to set quality writing standards that will help you increase productivity, resolve issues, avoid errors and increase credibility.

This workshop teaches how to make your written communication clear and memorable. This skills-based workshop will help your organisation set writing standards that will have an impact on business results.

The FranklinCovey Writing advantage workshop is taught as a one-day, facilitator-led programme where participants will learn how to:

- Define a document's purpose, the readers' needs and the desired response.
- Define and manage the document's scope and related writing assignments.
- Apply the principles of organisation using the "Four-Box Format."
- Use writing fundamentals to structure a well-written document.
- Use and apply the FranklinCovey Style Guide.
- Use a collaborative three-stage revision process.

This workshop also includes the following 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.
- The award-winning FranklinCovey Style Guide.
- A FranklinCovey Style Guide companion CD-ROM.

» Cost

A 1-Day workshop £370+VAT

» Get in touch with us

Call us at **08455213747** or [click here](#) to fill the form.