

Rave Reviews

“Great refresher ... with concise tips for improvement.”

Unit Chief, FBI

“Great tips for correcting passive writing.”

*Budget Analyst,
Dept. of Treasury*

“I called my boss during break to tell him this was a great course for clerical staff as well as professional staff in our office.”

Legislative Specialist, DOL

“Covered all materials and explained all the topics clearly.”

*Supervisory Paralegal
Specialist, FBI*

“I am glad that I took this class. This will be a benefit to me for years to come.”

*Legislative Analyst,
Williams & Jensen*

Related Training:

- Writing to Persuade
- Drafting Effective Federal Legislation and Amendments
- Preparing and Delivering Congressional Testimony

Writing for Government and Business: Critical Thinking and Writing

How to Compose Clear and Effective Reports, Letters, Email, and Memos

Do you need to improve your writing skills? This intensive one-day course helps students understand the three dimensions of professional writing: organization, format and style. In addition to reviewing and teaching specific writing techniques, our faculty show you how to:

- Apply critical thinking to the writing process
- Use the four keys to effective writing
- Understand the five-step writing process
- Develop an effective writing style

Communication skills are the key to efficient and effective operations in business and government. New employees should brush-up on their basic written communication and plain English skills, while experienced professionals, burdened by the additional workload caused by downsizing and budget cuts, can also benefit from this refresher course.

Leadership Competencies emphasized in this course:

Influencing/Negotiating • Interpersonal Skills • Political Savvy
Strategic Thinking • Written Communication

Agenda

- 9:00 Welcome and Introductions
- 9:15 Discussion: Critical Thinking and the Writing Process; Rediscovering Plain English
- 10:40 Managing the Writing Project
- 12:00 Lunch on your own
- 1:00 Creating and Using Style Guides
- 1:15 Writing Reports
- 2:40 Writing Letters, Email, Memos and Executive Summaries
- 3:45 Additional Resources
- 4:00 Complete Evaluations; Course Concludes

Time and Dates

9:00 am to 4:00 pm

- January 28, 2010
- April 15, 2010
- November 4, 2010
- January 26, 2011

See web site for course location in Washington, DC.

Registration Fee: \$295

To register, fax or mail completed registration form on inside back cover, or online.



Approved for .6 CEU credits
from George Mason University.

Materials include your personal copy of *The Business Writer's Handbook* and a 70-plus page writing manual that includes a basic style guide.

Course URL and secure online registration:
thecapitol.net/write.htm or WritingRefresher.com

Writing to Persuade

Hone Your Persuasive Writing Skills

Designed for advocates, attorneys, lobbyists, public affairs professionals, and anyone who must persuade others using the written word.

Do you suffer from “writer's block” when you are asked to draft a one-page document, such as a position paper, in a clear, cogent, yet persuasive manner? If your answer is “yes”, this one-day program is for you. Our instructors will give you a practical framework for persuasive writing and specific strategies for writing persuasive documents through instruction and hands-on exercises. This program will help you better write *any* document where you must persuade others.

Leadership Competencies emphasized in this course:

Influencing/Negotiating • Interpersonal Skills • Political Savvy
Strategic Thinking • Written Communication

Agenda

- 9:00 Introduction/Frameworks
- Planning the Approach:
Identifying Your Interests with Your Audience's
 - One-pagers/Summaries
 - Action Alerts that Prompt Effective Letters
- 12:00 Lunch
- White Papers
 - Comments
 - Testimony
 - Integrating Persuasion into Your Web Site
- 4:00 Complete Evaluations; Program Concludes

Time and Dates

9:00 am to 4:00 pm

- April 16, 2010
- November 5, 2010

See web site for course location in Washington, DC.

Registration Fee: \$295

To register, fax or mail completed registration form on inside back cover, or online.



Approved for .5 CEU credits
from George Mason University.

Course materials included.

Related Training:

- Writing for Government and Business: Critical Thinking and Writing
- Drafting Effective Federal Legislation and Amendments
- Preparing and Delivering Congressional Testimony

Course URL and secure online registration:
thecapitol.net/wtp.htm or WritingToPersuade.com

EXPRESS REGISTRATION AND ORDER FORM

Please make photocopies for additional registrations and orders.

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or Audio Course on CD**

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