

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

 This is a required course for the Certificate in Communication and Advocacy.

Topics

- Welcome and Introductions
- Discussion: Critical Thinking and the Writing Process; Rediscovering Plain English
- Managing the Writing Project
- Creating and Using Style Guides
- Writing Reports
- Writing Letters, Email, Memos and Executive Summaries
- Additional Resources



 Approved for .6 CEUs 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.

Time and Dates

- 9:00 am to 4:00 pm
- November 3, 2011
 - January 25, 2012
 - April 18, 2012
 - November 8, 2012
 - January 30, 2013

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.

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

Unit Chief, FBI

“Great tips for correcting passive writing.”

Budget Analyst, Dept. of Treasury

“[Faculty] outstanding—engaging, helpful, and terrific at facilitating learning.”

Management Analyst, Federal agency

“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 Federal Legislation and Amendments
- Preparing and Delivering Congressional Testimony
- Speechwriting

Two courses to help you get better job reviews.

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 faculty 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

 This is an elective course for the Certificate in Communication and Advocacy.


Topics

- Introduction and Frameworks
- Discussion: How Persuasion Works
- Research for Persuasive Writing
- Writing One-Pagers
- Action Alerts that Prompt Effective Letters
- White Papers
- Comments
- Testimony
- Integrating Persuasion into Your Web Site

Our writing courses are available for custom on-site training on GSA Advantage® as 1- to 4-day programs, and can include extensive practical exercises and one-on-one feedback.

Contact us for details:
703-739-3790, ext. 112.



 Approved for .5 CEUs from George Mason University.

A 50-plus page course manual included.

Time and Dates

9:00 am to 4:00 pm

- November 4, 2011
- April 19, 2012
- November 9, 2012

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.



“Good set of tips and resources I can use going forward— appreciate the real-life examples.”

Course Attendee

“Both instructors were great! I really enjoyed and learned a lot in this class.”

Course Attendee

Related Training:

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

Speechwriting: Preparing Speeches and Oral Presentations

Get expert guidance on writing speeches and preparing oral presentations. This course shows you how to prepare for and draft an effective speech, focusing on organization, sequence, support and style. You will get tips and guidance from a professional speechwriter.

Leadership Competencies emphasized in this course:

Influencing • Political Savvy • Strategic Thinking
Written Communication

 *This is a required course for the Certificate in Communication and Advocacy.*

Topics

- Preparation
 - Audience Analysis
 - Setting
 - Topic
- Drafting the Speech
 - Introduction
 - Body
- Speech Construction Methods
- Conclusion
- Handling Questions and Answers
- Delivery Techniques
- Tips for the Speechwriter



“Wonderful—far exceeded expectations—offered practical, solid work suggestions/tools.”

*Public Affairs Specialist,
federal agency*

“It gave me the tools/info I had been missing in speechwriting. Gave me confidence.”

“Excellent presentation. Effectively answered questions and used real-world examples.”

*Public Affairs Specialist,
federal agency*

“Very practical, usable info that I can easily apply.”

*Communications Specialist,
U.S. Nuclear Regulatory
Commission*

“The examples given were very helpful. I was impressed by how much I was able to apply your tips to my work!”

*Deputy Communications
Director, congressional
office*

*Also see
Writing to Persuade
page 25.*



.6 CEU Approved for
.6 CEUs from
George Mason University.

Course materials included.

Time and Date

8:30 am to 4:00 pm

• April 20, 2012

See web site for course
location in Washington, DC.

Registration Fee: \$495

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

Related Training:

- Writing to Persuade
- Media Relations for Public Affairs Professionals
- Advanced Media Relations Workshop
- Writing for Government and Business: Critical Thinking and Writing
- Effective Briefings
- Preparing and Delivering Congressional Testimony

Express Registration and Order Form

Please make photocopies for additional registrations and orders.

Course, Publication,
or Audio Course on CD

Item Code (if any) Quantity Price Each Price

Course, Publication, or Audio Course on CD	Item Code (if any)	Quantity	Price Each	Price

Submission of course registration indicates your acceptance of our Payment, Cancellation, Substitution, and Transfer policy, pages 63-64, and at www.AboutCancel.com. Ebooks and Audio Courses are sold with a limited license: TCNLicense.com

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On-Site Training: Please send me information about custom on-site training for my organization.

NAME _____ TITLE _____

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ADDRESS _____

CITY/STATE/ZIP _____

PHONE _____ FAX _____ EMAIL _____

Method of payment

(Registration and any applicable administrative fees must be paid in full to attend a course.)

- Check** Make checks payable to: The Capitol.Net, Inc.
 Credit Card VISA MasterCard AMEX Discover
(The charge will appear from TheCapitol.Net.)

- YES** Add me to your email course announcement list.
(I can unsubscribe at any time.)
 NO Do not add me to your email list announcing upcoming programs.
(If both boxes are unchecked, we treat it as a NO. We do NOT rent, sell or share our email list with outside parties.)

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 Mail: **PO Box 25706**
Alexandria, VA 22313-5706
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