



Now available
P.O.W.E.R. Business Writing

Research shows that the most successful people are effective communicators. These individuals write and speak well which makes them valuable to their organization. Effective business writing is not complicated; it is simply a skill to sharpen. We can all improve our writing skills with a solid foundation and plenty of practice! ATW focuses on skills you can develop to help you become a better letter, memo and email writer. Knowledge is power and ATW now gives you the P.O.W.E.R. Model to become successful business writers.



Participants will learn to:

- Select a suitable communication format based on the intent of their message
- Identify appropriate content for the recipient of their written communication
- Organize thoughts before writing
- Increase their influence through effective, concise, persuasive language and ideas
- Review English grammar and punctuation
- Learn appropriate email etiquette

The P.O.W.E.R. Model key learning points:

- Prewriting – mental preparation before we begin writing (ideas about subject matter and audience)
- Outlining – organized list of what we plan to write (brief roadmap of where the writing is headed)
- Writing – principles of good writing (short, clear and personal)
- Examining and Proofreading – important step often overlooked (tips and techniques)
- Revising – reworking the first-draft to improve the writing piece
-



Steps of P.O.W.E.R. training program:

Step One: Participants submit a writing sample. ATW will review various written documents from session participants to identify overall strengths and weaknesses.

Step Two: A two-hour workshop that communicates key issues in being a successful business writer. The workshop will be tailored to meet the writing needs of the participants.

Step Three: Participants submit a writing sample for review. Each sample will receive individual comments and suggestions for improvement will be offered.

Step Four: Conduct a two-hour workshop to review key points and answer questions from the assignment feedback.

For more information contact:

Mark Purcell

ATW Training & Consulting, Inc.

515-727-0731 or mark@atwtraining.com

“Great presentations! Our group learned a plethora of information!” Erica Boliver, Briggs Corporation