

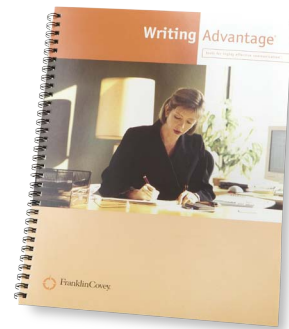
# Writing —Advantage

TOOLS FOR HIGHLY  
EFFECTIVE COMMUNICATION



TAKE YOUR BUSINESS COMMUNICATION SKILLS TO THE NEXT LEVEL

## Writing Advantage



“Your writing skills will improve immediately when you implement standards that underline quality writing. You may already be aware of those standards but face challenges applying them consistently.”

—Unknown

### ▶ OUTCOMES

#### FranklinCovey's *Writing Advantage* Workshop

1. Individuals learn how to organize initial ideas around a clear purpose.
2. Individuals structure a prototype based on solid writing standards.
3. Individuals evolve their prototype into a draft document.
4. Individuals review and refine the draft against formal standards.
5. Individuals produce a final and collaborative edit of their draft.

### Challenge:

Does your organization 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 muddled 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.

## 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 organization 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 organization's written communication will increase productivity, resolve issues, reduce errors, and increase credibility.

### The 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.

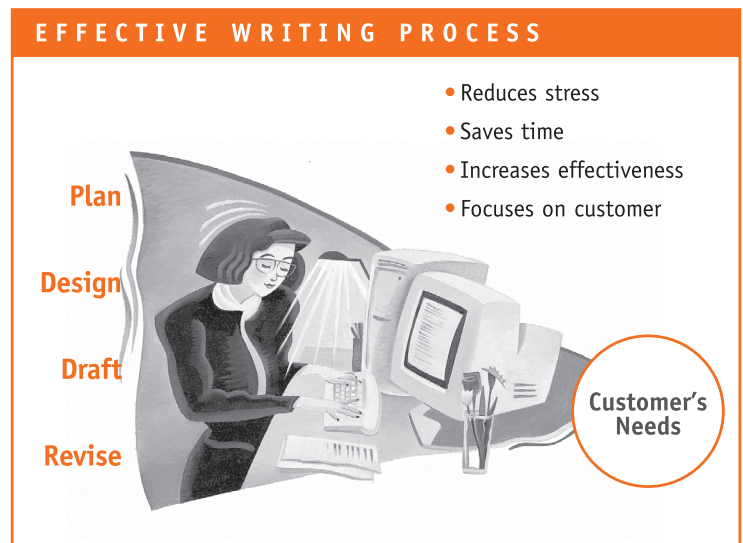
This workshop teaches how to make your written communication clear and memorable. This skills-based workshop will help your organization set writing standards that will have an impact on business results.

The FranklinCovey *Writing Advantage* workshop is taught as a one-day, facilitator-led program 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 organization 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



## Give your team members the knowledge and tools they need to take their business communication skills to the next level.

For more information about FranklinCovey's *Writing Advantage* workshop, contact their FranklinCovey Client Partner or call +91 124 478 2222 to be put in touch with someone in your local area who can answer any questions.