



**Writing Advantage®**

Workshop Timeline	Core Competencies
<p>Day 1: Morning Introduction</p>	<ul style="list-style-type: none"> <li>• Importance of writing</li> <li>• Key thoughts</li> <li>• Basis of <i>Writing Advantage</i> approach                             <ol style="list-style-type: none"> <li>1. Focus on readers as customers</li> <li>2. Develop quality writing standards</li> <li>3. Use a simple process and tools to implement standards</li> </ol> </li> <li>• Create a baseline document</li> <li>• “Debrief Baseline Document” exercise                             <ol style="list-style-type: none"> <li>1. Write and revise</li> <li>2. Brainstorm writing challenges</li> </ol> </li> <li>• Exercise: Create quality writing standards</li> <li>• Writing process                             <ol style="list-style-type: none"> <li>1. Ineffective writing process</li> <li>2. Writing process: four-step</li> </ol> </li> </ul>
<p>Day 1: Morning Plan Your Document</p>	<ul style="list-style-type: none"> <li>• Determine your purpose</li> <li>• Assess your readers’ needs                             <ol style="list-style-type: none"> <li>1. What readers want to know</li> <li>2. Building document (analyze original, analyze readers, analyze rewritten document)</li> <li>3. Briefly overview brainstorming</li> </ol> </li> </ul>
<p>Day 1: Afternoon Design Your Document</p>	<ul style="list-style-type: none"> <li>• Write effective subject lines</li> <li>• Exercises                             <ol style="list-style-type: none"> <li>1. Welcome back</li> <li>2. Icebreaker</li> <li>3. Review</li> </ol> </li> <li>• Use setups sparingly</li> <li>• Put main ideas up front</li> <li>• Preview key supporting points</li> <li>• Write informative headings</li> <li>• Include complete but only relevant details under headings</li> <li>• Review purpose and deadlines</li> <li>• Use the Four-Box Format</li> </ul>
<p>Day 1: Afternoon Day 2: Morning Draft Your Document</p>	<ul style="list-style-type: none"> <li>• Cool before you revise</li> <li>• <i>FranklinCovey Style Guide</i> <ol style="list-style-type: none"> <li>1. Review the <i>FranklinCovey Style Guide</i></li> <li>2. The “Style Guide” game</li> </ol> </li> </ul>
<p>Day 2: Afternoon Revise Your Document</p>	<ul style="list-style-type: none"> <li>• Revision stages</li> <li>• Conclusion</li> </ul>

For more information about FranklinCovey’s Writing Advantage® Workshop, contact your Client Partner or call +91 124 4782222 to be put in touch with someone in your local area.

## Continuing Education Credits

<b>Timing</b>	1 day
<b>Program Level</b>	Basic
<b>Prerequisites</b>	None
<b>Pre-Work</b>	None
<b>Delivery Method</b>	Group / Live
<b>CPE / CEU credits</b>	16 hours CPE / 13 Contract hours / 1.3CEU

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