

## Write to Influence

### Get Your Message Across & Influence Others

Take what you know about writing in your job and turn it on its head.

You probably thought it was about being clear, concise and grammatically correct so the recipient would understand what you write. If so, you'd be wrong.

If you want to be successful, you need go further and use what you write to influence others to get what you want so you can succeed in your job - It's really about influencing others.

Influencing others with your writing is an important part of anyone's job, whether it's a letter, memo, posting in a lobby, elevator or bulletin board, procedure, policy, email or business case. Your real purpose is to influence someone to follow instructions, accept your position or approve your request.

Getting results includes selling your initiatives to senior management. Writing clear, concise and compelling documents that influence enables Managers and staff to get things done.

Many managers mistakenly use only what they learned in high school English, business writing classes or examples from others. The mistake is applying the traditional skills emphasizing communication and formality and not applying strategic approaches to influence.

#### Why attend?

This seminar emphasizes the strategy and purpose of writing, the content needed to get the message across and most importantly, the structure for writing clearly to ensure your message is easily seen and understood while promoting a professional reputation and influencing the reader.

- ★ Writing to Influence ensures the reader see and follow instructions or information provided to them.
- ★ Writing to Influence enhances the image of the department and manager through consistency, professionalism and strategic messaging.
- ★ Writing to Influence enable managers to get approval for initiatives and ideas and then get results, get attention and get ahead.

#### Key Learning Objectives

- ▶ Understand why influence is an important part of writing.
- ▶ Learn to strategically plan your writing.
- ▶ Discover proven techniques to influence, not just communicate.
- ▶ Find out how to structure your writing for maximum impact.
- ▶ See examples that illustrate the techniques.

Contact us for your needs and pricing.

### 1 hour Seminar

Writing is about Influence, not just Communicating

For In-house or professional Conferences



#### About the Speaker

Michel Theriault is an experienced manager and consultant. He speaks internationally and is the author of the Quick Guides for Managers Series

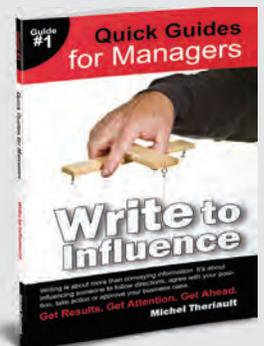
#### By the author of "Write to Influence"

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## Write to Influence

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Writing is about more than conveying information. It's about influencing someone to follow direction, agree with your position, take action or approve your initiative. Success in your role means influencing decision makers and persuading clients, colleagues and supervisors.

While grammar is important, the real skill is to write in a strategic, clear, organized and focused way to influence your reader, whether it's with a business case, procedure, memo, letter or email.

## 1 Day Workshop

**Communicate Strategically For Results**

For your team or organization



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#### Outcomes

The participants learn to write effective and influential material using straight forward techniques and strategies they can apply to everything from emails to business cases and procedures.

#### The Workshop

Includes training with examples and exercises as well as hands-on review and discussion of current examples of the participant's writing. For this value-added element, participants provide short examples of their writing and Michel will re-write some examples to illustrate techniques for discussion in-class.

The workshop is an open format with participant involvement enabling Michel to focus on their current writing challenges and issues.

#### Material Provided

Each participant receives a workbook with all slides, examples and exercises along with space for notes. In addition, a word templates, a one page summary of the key material, a guide to writing, a guide to strategy, a copy of "Write to Influence in paperback" and more is provided.

#### Fee & Expenses

A one-day in-house workshop for up to 8 eight participants with all material provided is \$2750 USD.

Travel expenses are extra, including economy airfare, hotel, ground transportation and meals.

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