

Sharpening your Business and Technical Writing Skills

30 – 31 Oct 2008, Furama Riverfront, Singapore

with **Dee Dukehart**

International Business Communications Consultant Trainer
and Author

Have you ever read an instructional manual you don't understand? How many times have you received a document that frustrates you more than informs you? What is your impression of a person who sends you a document that either misspells your name or is riddled with grammatical mistakes?

Businesses around the world lose billions of dollars a year due to sloppy, foggy and misguided writing. Write to express, not impress: Care about your readers.

The power of the written word produces money, knowledge, understanding and influence ... when it's written correctly. The words you choose and use leave a lasting impression: You are in control and you are responsible.

This interactive training gives insight into the value of the written word and your own personal style. In just two days, you will learn the invaluable tools, tips and techniques of business and technical writing that last a life time.

Seven Key Learning Benefits

1. It **teaches** you the *secrets* to clarity, comprehension and concreteness.
2. It **creates** paths for painting *word pictures*.
3. It **gives** you tools and tips to *diminish organizational time*; therefore, *writing time (improve your writing speed by 30 – 40%)*.
4. It **assures** you *specific and measurable results* from effective sentence writing.
5. It **breaks down** writing into the *opening, body and closing*.
6. It **leaves** you with *immediate and applicable techniques* for all writing.
7. It **promises** to be *educational, enlightening and entertaining*.

With this comprehensive and practical workshop, you'll be able to write and send 100 percent error-free and comprehensible documents from e-mails to research papers, from memos to staff reports. Whether it's a simple e-mail, a policy and procedure manual, a company handbook, or a research document, *every sentence leaves a lasting impression*. I guarantee you will learn impressionable and invaluable writing skills.

Save time, save money, and make money with these beneficial training tools.

End-of-Training Goals

1. Craft memorable and powerful documents
2. Command attention from your readers
3. Convey concrete visual images
4. Free-up organizational time
5. Project leadership and value
6. Eliminate jargon and vague sentences
7. Write effective sentences and paragraphs; get your point across
8. Learn the basics of good grammar, punctuation and syntax
9. Gain influence with current clients and prospects
10. Recognize the left-and right-brain audiences
11. Write with confidence and clarity
12. Enjoy the art of writing any document

Forms of writings that will be covered during the training include:

- Documents
- Copy writing
- Letters - cover, response, complaint, informational
- Manuals
- Instructional
- PowerPoint

Programme Agenda

Day One: 30 Oct 2008

Getting Back to Basics –

- Grammar, Punctuation, Syntax
- Quiz and review

Finding your Style

- Why your style makes a difference
- Understand the value of your writing style
- Combine your style with information
- Language/words you use

The Writing Process

- Identify and follow a ten-step process
- Implement and practice

Overcoming Writer's Block

- Free-writing
- Let your creativity flow
- Rid yourself of your internal editor
- Get the information down first

GPS – Defining/Refining

- Refresh **g**rammar, **p**unctuation and **s**yntax
- Practice parallelism

Active/Passive Voice

- How to identify passive voice
- How to change it to active voice
- Understand the power of active over passive voice

Verb Toolbox

- Obtain a good cache of active/powerful verbs

Group Project

- Define a project
- Gather information for the document

Day Two: 31 Oct 2008

Review

- Tools and tips from Day One
- Quiz
- Question and Answer

Technical Brief

- Follow a brief for better results
- Knowledge factor
- Instruction v/ Policy & Procedure v/sales v/Executive brief

First Draft

- From free-writing to writing
- Define the most powerful first sentence
- Write for the reader
- Get more thoughts, facts and illustrations on paper

Headers/Sub-Headers

- Categorize subject matter
- Flow of information

KISS

- Clear, Comprehensive, Concrete and Correct information

Create Visual Appeal

- Illustrations

- Terminology

PowerPoint

- How to make each slide powerful/memorable
- How to condense the information
- How many slides need to be used for the presentation

Editing

- Check for clarity and comprehension
- Condense sentence length
- Write for the reader

Rewriting

- Second draft
- Design the pages for visual impact
- Create a page-by-page masterpiece

Proofing

- Find all errors

Final draft

- Write for the reader
- Ask someone who isn't familiar with the information if it flows
- Masterpiece completed

Review

- Quiz
- Question and Answer

Dee Dukehart

Dee Dukehart is President of **Sandbox Communications**, a fifteen-year-old international communications training, coaching and consulting business. She works with teams and individuals who want to convey clearly and concisely their internal and external messages, **and** with executives who want to clarify the vision and direction of their company. She helps companies expand upon and define their true mission and how to promote and execute it.

Dee combines her love of writing, language, and communication to demonstrate their power to others. She has worked with companies and teams from the Middle East to the East Coast, USA; from 30 states to Singapore; and from her Denver community to Dubai.

She's a member of the National Speakers Association and an active member of the Colorado Chapter – Dee won two chapter awards in 1999: Member of the Year, and The President's Award of Excellence and a past board member. She is also a member of The American Society of Training and Development, and the Alliance for Professional Women, and volunteers for the USO in Denver, Colorado

Dee works with Fortune 500 companies, small businesses and individuals. She has influenced the financial, political, manufacturing, educational, retail and legal markets

around the world. Her passion and talent are bringing the artistic tools and techniques of writing to you and your company.

Testimonials

"I thought the workshop would be boring. I was so wrong. What a hoot." - Marshall B, Utah Dept. of Human Services

"The session overall was fun and informative." - Cynthia P, VP Professional Development, Consulting firm

"Dee Dukehart is the most passionate trainer I have ever had the pleasure of learning from." - Lisa V Southworth-Milton, Inc

"I never laughed so hard and learned so much at the same time." - Anna Marie Dean, CoData Information

"Dee is the most dynamic presenter that I have ever met. The class was interesting, informative, exciting and entertaining." - Jamie H, Wyeth Bio Pharmaceuticals

Programme Schedule

Registration: 08:30 – 09:00 hours

Workshop: 09:00 – 17:00 hours

Luncheon, morning and afternoon tea-breaks will be provided for during the workshops.

REGISTRATION

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Registration fees: S\$895 nett per person

(Team discount is available for a team of 3 or more delegates)

For enquiries / registrations, contact

Partners Conference & Event Management Pte Ltd (Reg. No. 200210370R)

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Email: enquiries@partners-conference.com

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YES! Please register me / us:

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2. _____

3. _____

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