



High Impact Professional Development Workshops

June 22-26, 2009

Business Writing Stream

1/2 day Events	\$195.00 + GST
Full Day Events	\$395.00 + GST
Full Week	\$1,750.00 + GST

Business Writing that Works: Writing for Results

Monday June 22, 2009 (9h00—12h00)

We have all read letters and documents that were either unclear or just plain uninteresting. Good writers craft their message in a way that facilitates understanding and that promotes the reader's interest. Come learn the art of words and structure in the creation of documents that deliver results in this practical and hands-on workshop.

Business Writing that Works: Creating Documents with Flow

Monday June 22, 2009 (13h00—16h00)

In most cases, written documents aim to communicate information to the reader. With that objective in mind, the flow of ideas within a document must be seamless and logical. Documents that use linking words in order to connect one idea to the next are more effective in informing and convincing the reader. This practical workshop will introduce participants to the art of structuring a written message using a logical sequence of ideas that produce flow.

Business Writing that Works: Writing Competencies in the Government

Tuesday, June 23, 2009 (9h00—12h00)

Competencies are at the heart of most career paths. But writing a competency in a way that is relevant to the job and the organization and that is measurable in concrete terms is not easy task. Come learn how to write federal government competencies that are both accurate and measurable. Your future depends on it.



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Business Writing Stream

Business Writing that Works: Creating Professional Templates

Tuesday June 23, 2009 (9h00—12h00)

One of the more challenging tasks facing a writer today is to ensure that all the documents they produce are branded in the same way. A consistent look and feel leaves clients with a positive perception of the organization's competency in all respects. Come and learn how to create templates that will reduce development time and increase overall document quality and consistency.

Business Writing that Works: Editing like a Pro

Tuesday, June 23, 2009 (13h00—16h00)

It is said that professional editors can reduce the size of a document by as much as 50% with aggressive editing. Good editing clarified the message while increasing the overall quality of the document. Come learn how to edit documents like a pro in this hands-on workshop. Every writer will want to take this one.

Business Writing that Works: Writing Long Documents

Wednesday, June 24, 2009 (9h00—16h00)

In this full day practical workshop, participants will learn techniques and strategies that will help them create and maintain long documents. Maintaining focus and flow in a lengthy document is no easy task. It requires extensive research and the application of a rigorous and well-defined methodology. Come learn the art and the science of writing and producing long documents.

Business Writing that Works: Writing Business Use Cases that Stand Out

Thursday, June 25, 2009 (9h00—16h00)

Whether you are re-engineering a process or beginning the rewrite of one of your mission critical software applications, a good business use case sets the stage for a coherent and efficient development project. Come learn how to gather the information that you need in order to assemble a comprehensive and well written business use case.