

# Writing for Results—a series of virtual learning programs

“Writing...the future-ready skill you didn’t know you needed”

The Writing for Results series	1) Core...the basics	2) Editing and proofreading	3) Email
<p><b>Learning objectives</b> Achieves both personal goals and business impact outcomes</p> <p><b>Interactive custom design</b> Uses writing samples from client organizations as case studies</p> <p><b>Collaborative learning experiences</b> Engages everyone in dynamic collaboration and sharing</p>	<ul style="list-style-type: none"><li>• Writing for today’s “skip and scan” reader</li><li>• Removing wordiness</li><li>• Using correct grammar and punctuation</li><li>• Making more paragraphs and creating more bullet lists</li><li>• Avoiding idioms and casual language</li><li>• Action planning with a job aid for follow-up and coaching</li></ul>	<ul style="list-style-type: none"><li>• Thinking like a writer and an editor</li><li>• Proofreading perfectly</li><li>• Editing for correctness</li><li>• Focusing on word choice</li><li>• Making time for editing and proofreading</li><li>• Action planning with a job aid for follow-up and coaching</li></ul>	<ul style="list-style-type: none"><li>• Engaging today’s email reader</li><li>• Capturing attention with subject lines</li><li>• Being clear and concise</li><li>• Writing emails that are both conversational and professional</li></ul> <p><b>4) PowerPoint</b></p> <ul style="list-style-type: none"><li>• Follow guidelines for good formatting</li><li>• Treat slide decks as “storyboards”</li><li>• Make headings meaningful &amp; active</li><li>• Apply the rule of three when writing bullet-point slides</li></ul>

